

Broads Authority

23 July 2021

Agenda item number 16

Marketing and Viability Guide – approval of draft for final consultation

Report by Planning Policy Officer

Summary

The draft Marketing and Viability Guide has been subject to two stages of consultation and has been amended in response to comments received. However, as the second consultation was at the start of the 2020 Covid-19 lockdown, it seems prudent to give stakeholders another opportunity to see and comment on the draft document.

Recommendation

To endorse the draft Marketing and Viability Guide for final consultation.

1. Introduction

- 1.1. Several policies in the Local Plan for the Broads¹ will require an applicant or agent to carry out a robust marketing campaign and/or a viability assessment if a proposed development is promoting something different to the adopted policy position. The Marketing and Viability Guide has been produced to explain what is meant by marketing and viability, and which Local Plan policies have this requirement. It highlights to applicants how to carry out these processes and to provide information in the way the Broads Authority requires. By following this guide, applicants will reduce the chance of a delay in determining the subsequent planning application in relation to these requirements.
- 1.2. We consulted on the first draft Guide in September 2019, and on an amended version in March/April 2020. Comments received as a result of these consultations are at Appendices 1 and 2.
- 1.3. During the second consultation, movement and access to public venues were restricted due to the Covid-19 pandemic. We therefore extended the consultation period twice, and it ran for longer than originally planned. We also offered people the opportunity to request a paper copy of the document. Despite this, we would still prefer to have a

¹ Local Plan for the Broads: <https://www.broads-authority.gov.uk/planning/planning-policies/development>

more comprehensive consultation, so we are consulting for a third and final time. We have assessed the comments received as part of the second consultation and made amendments accordingly. These amendments are shown as blue underline for additions and ~~red strikethrough~~ for text that is proposed to be removed.

2. Change from SPD to guide

- 2.1. As we have changed the requirement for a marketing strategy to be provided up front, and as this document is offering guidance, we consider it appropriate for this document to be a guide rather than a Supplementary Planning Document (SPD).

3. Consultation

- 3.1. The final draft Guide was presented to the Planning Committee at its meeting on 21 May, and was endorsed and recommended to the Broads Authority for public consultation.
- 3.2. The consultation is proposed to last for 7 weeks (slightly extended due to the summer holiday period).
- 3.3. The consultation process has been developed to meet the requirements of the Authority's Statement of Community Involvement², which has been updated. The main changes to how we intend to consult on this document, taking account of Covid-19 social distancing restrictions, are that:
- If someone wants to discuss the document, they can call us or request a video conference appointment.
 - No paper copies of the document will be placed in libraries, at Yare House or at district/county council offices (as would normally be the case). However, if someone wishes to have a paper copy, it can be sent to them. This will initially be free, but if we get many requests we may have to consider charging for postage and printing.

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Date of report: 28 May 2021

[Appendix 1 – Comments received as part of first consultation](#)

[Appendix 2 – Comments received as part of the second consultation](#)

[Appendix 3 – Draft Marketing and Viability Guide for consultation](#)

² Current Statement of Community Involvement is here https://www.broads-authority.gov.uk/data/assets/pdf_file/0024/209337/Final_adopted_SCI_formatted_July_2020.pdf