

Bournemouth Borough Council

Tourist Accommodation Supplementary Planning Document

Adopted April 2016



Contents

1.0	Introduction - Bournemouth a great destination with an exciting future	5
2.0	Government Guidance -----	6
3.0	Bournemouth Local Plan -----	6
4.0	Purpose of the Supplementary Planning Document -----	8
5.0	Pre-application Advice and Screening -----	10
6.0	Functionality -----	11
7.0	Viability Test -----	11
8.0	Self-catering and Serviced Holiday Flats -----	13
9.0	Conversion to Residential Uses -----	14
Appendix A - Viability Screening Service -----		16
Appendix B - Full Viability Evidence -----		18

1.0 Introduction - Bournemouth a great destination with an exciting future

1.1 Bournemouth has ambitious plans for the future and is progressing the Corporate objective of 'Building a Better Bournemouth' through public private partnership; setting out a positive approach to sustainable development and through focusing its own resources. Such an approach is key to the success of the town's regeneration and its continued standing as a premier tourist destination. A number of significant inward investment and Council infrastructure projects have been completed or are under construction. The Council has established a positive planning framework and corporate approach to enabling development, whilst ensuring the town's quality built and natural environment is enhanced and important assets retained. This has given confidence to a range of markets be that in tourism, residential or entertainment, encouraging companies to locate and do business in Bournemouth.

1.2 The Council and local businesses play a significant role ensuring infrastructure is in place to reflect the demands of a progressive expanding town. For example significant investment is being made along the length of the seafront and to a variety of public spaces. The Council's Seafront Strategy (October 2013) sets out the strategic vision of delivering a 'World Class Seafront' by identifying seven key projects including the Bournemouth Pier Approach public realm gateway and the Coastal Activity Park at Boscombe. This Strategy is now being implemented.

1.3 Tourism in Bournemouth is crucial to the local economy, bringing spend into the town and providing employment directly and indirectly. In 2014 employment records indicated that 12,056¹ (13%) of the jobs in Bournemouth were tourism related with staying visitors to the resort contributing £390,079,000 in local business turnover. A strong tourism offer also provides facilities that benefit the quality of life for local residents.

1.4 Bournemouth is becoming renowned worldwide for its free festivals and events all year round including Bournemouth Wheels Festival, Bournemouth Air Festival and Bournemouth Arts by the Sea Festival, all of which positively contribute to Bournemouth's tourism economy and encouraging visitors into the Borough throughout the year.

1.5 Staying visitors are a particularly important element of the tourist economy. In 2014 visitors spent 3.9 million nights in tourism accommodation in Bournemouth¹. 65%¹ of staying visitor trips were spent in serviced accommodation (Hotels, B&Bs and Guest Houses). The retention of existing and provision of new visitor accommodation are therefore of key importance to the town and surrounding area so as to provide a range of accommodation types appealing across economic groups attracting a mix of visitors across different socio-economic groups reflecting the wider UK demographic.

¹ Value of Tourism in Bournemouth, 2014 South West Research Company



New Hotel Investment



Bournemouth Air Festival

2.0 Government Guidance

2.1 The National Planning Policy Framework (NPPF) and The National Planning Practice Guidance (NPPG) set out the Government’s planning policies, establishing a framework within which Councils can produce their own Local Plans.

2.2 The NPPF has as a core planning principle a requirement to proactively drive and support sustainable economic development to deliver the business and thriving local places the country needs.

2.3 The NPPF is clear that local plans should support existing business sectors and seek to maintain adequate cultural facilities for local communities. Furthermore, National Planning Practice confirms that the Government is committed to securing economic growth in order to create jobs and prosperity, building on the country’s inherent strengths, and that to help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century. The Tourist Accommodation Supplementary Planning Document therefore seeks to deliver this objective by supporting the tourism accommodation sector acknowledging the wide economic benefits it provides for the borough as well as the wider region.

2.4 The SPD has been prepared in accordance with the Town and Country Planning Regulations 2012 (as amended). The SPD was adopted following public consultation in April 2016.

3.0 Bournemouth Local Plan

3.1 The Local Plan Core Strategy was adopted in October 2012, being found sound and compliant with the NPPF. The Vision and Objectives highlight the importance of tourism in Bournemouth. The Vision states: *‘The town will continue to be a premier tourism destination with first class facilities and accommodation*

to attract a wide range of visitors'. Objective 3 intends that the Local Plan *'Maintain and enhance the town centre and other local centres as thriving, attractive and accessible places to be for all residents and visitors. Ensuring that tourism and conferencing remains an important part of the economy'*. It is accepted that a 'wide range of visitors' will demand a wide range of choice of accommodation and facilities.

3.2 The Core Strategy superseded the 2002 District Wide Local Plan policies on tourism. This SPD replaces the previous Tourism SPG adopted in 2004.

3.3 Core Strategy Policy CS28 gives positive encouragement to the provision of tourist accommodation, providing that there are no unreasonable impacts on the surrounding area. It seeks to retain the existing stock of tourist accommodation except where it is no longer viable and its loss would not harm the tourist function of the area. The Core Strategy acknowledges the contribution of all accommodation sectors to the wider interests and future success of the whole resort. This represents a significant change where previous policy only considered the impact of tourism within specific local zones within the Borough. A variety of accommodation offers appealing to different markets in different areas of the resort is essential to the overall viability of the resort. For example in quieter, suburban areas, smaller guest houses and boutique hotels have a different but no less important market appeal as the more urban town centre larger scale hotels. Retention of accommodation stock throughout the resort should be proportionate to demand across these locations and market segments.

Local Plan Policy CS28 Tourist Accommodation

Development or change of use to form new hotels or guest houses will be granted planning permission providing there are no unreasonable effects on the character of the area or the amenities of local residents.

Development resulting in the loss of sites or premises used, or last used, as tourist accommodation will only be considered acceptable where it can be demonstrated that the:

- Business is no longer viable and has no reasonable prospect of continuing; and
- Loss of the tourist accommodation will not harm the function of the area in relation to the tourism industry and the local community.

3.4 The Bournemouth Town Centre Area Action Plan recognises that improving the overall offer in the town centre could encourage more visitors to stay in the

town which could boost investment in tourist accommodation businesses. The AAP allocates a number of sites some of which are suitable for tourism accommodation. Numerous public realm improvements have been implemented or are planned in the town centre, including along the sea front.

4.0 Purpose of the Supplementary Planning Document

4.1 The purpose of this Supplementary Planning Document (SPD) is to give further explanation to the Bournemouth Local Plan: Core Strategy Policy CS28 - Tourist Accommodation. This SPD will focus on the second part of Policy CS28, which seeks to retain sites or premises used, or last used, as tourist accommodation, subject to the caveats indicated in the policy. The SPD sets out the tests that are expected to be satisfied prior to tourist accommodation being considered for development as other uses.

4.2 The Council wants to see continuing investment in tourism accommodation and as a consequence planning policy has been framed to support this objective. It is acknowledged that demand and expectations in relation to tourism accommodation changes over time. As such there is a need to accommodate the upgrading of tourism accommodation to reflect current expectations and maintain Bournemouth's offer as a high quality destination which offers a suitable range of accommodation and contributes to the vision of the Council's Tourism Strategy of creating a 'World Class Experience'.

4.3 Whilst there is still a healthy demand for traditional models of visitor accommodation, it is recognised that a range of other business models including holiday flats, either stand alone or as part of a mixed use development can add to the accommodation offer of the area, and provide a potentially viable business model. Therefore the SPD seeks to provide guidance to ensure that such alternative provision is sustainable and not simply a token gesture designed to achieve higher value residential accommodation in preference to established business use.

4.4 The effect of high residential land values in relation to business use values will always result in considerable pressure for the redevelopment or conversion of hotel sites and premises. Planning policy has been in place since 2002 that attempts to control such pressure. Without such planning policy establishing an approach to controlling the loss of tourist accommodation there would be a threat to the quality, quantity and choice of accommodation on offer across the Borough with negative effects on the town's economy.

4.5 The overall tourism function of the area is an important consideration. Whilst it is anticipated that the town centre will remain the focal point for tourism in Bournemouth, the resort as a whole is a centre for touring southern England. It is, therefore, necessary to have a choice of different accommodation offers across the entire Borough to suit a wide range of visitor budgets. Tourism accommodation provision also supports other elements of the visitor economy such as retail, catering, attractions, entertainment and transport.

4.6 A 2014 audit of stock identified approximately 13,868 serviced accommodation bed spaces in Bournemouth. This group includes hotels, guest houses, Inns and B&Bs. A further 329 self catering properties were also identified. Other forms of accommodation, mainly second homes, accounted for a further 1,361 bed spaces making a grand total of 15,558 bed spaces within the resort.

4.7 Staying visitors to Bournemouth accounted for 3,972,000 staying nights per year based on a 3 year rolling average up to 2014. This comprised of a total of 656,000 individual visitor trips staying in serviced accommodation and spending a total of £236,203,000 on across all forms of accommodation.

4.8 The main purpose of visit for the 76% of staying trips was for holiday purposes with 8% of staying visits for business purposes. Business for the majority of accommodation providers in the resort is seasonally driven with an estimated 81% of staying nights occurring between March and October. (Data source quoted: 'Bournemouth - Value of Tourism 2014' report by the South West Research Company)

4.9 Markets fluctuate and trends will change over time but as of 2015 a number of growth trends within the wider serviced accommodation sector can be detected. Savills Research point to investment growth within the hotel and serviced apartments sectors particularly driven by institutional investment. This is starting to manifest itself in Bournemouth with international investment into the local market.

4.10 A second growth trend can be seen in the Boutique hotel sector. Such offers are increasing gearing themes and lifestyle experiences towards younger guests (and the young at heart) who have middle to upper income averages. Boutique hotels are not standardised and place a great emphasis on design, often repurposing older, quirky buildings. Bournemouth is well placed to benefit from this trend, as has been shown by the local market in recent years.

4.11 Whilst the elements contained within the viability assessment are unlikely to change over time since they comprise standard commercial measures used to determine economic sustainability, the SPD will be continually reviewed in light of practical application to ensure it remains fit for purpose.



5.0 Pre application advice and screening

5.1 Applicants are encouraged to take advantage of the Local Planning Authority's pre application advice service² to better understand the way in which an application will be judged against the policies in the development plan and to ensure an application is complete and comprehensive and to a satisfactory standard, avoiding rejection at registration stage or early refusal of permission because of inadequate or insufficient information.

5.2 The applicant is advised that professional planning advice should be sought in the first instance. However, the Council acknowledge that the viability evidence to be submitted as part of any planning application involving the loss of tourist accommodation can be comprehensive and often include detailed financial viability information which may require the Council to seek specialist input to make an informed assessment. It is also acknowledged that the individual circumstances of each site may vary and therefore a pragmatic approach to the level of viability information to be submitted is needed.

5.3 The Local Planning Authority has an obligation to determine planning applications within a statutory time limit set by central government. To ensure a smoother and quicker passage through the decision making process, the Local Planning Authority offer a screening service⁴ specifically for planning applications involving loss of tourist accommodation in which the applicant can submit all the detail as outlined in Appendix A to the Local Planning Authority for review prior to submitting a formal planning application. The purpose of this 'screening' service is to allow the Council to make an initial assessment of the level of detail required based on the individual circumstances of the site.

5.4 The use of the screening service should help to ensure that reasonably straight forward proposals, where it is evident that the business has little chance

² Charges apply

of being viable, are able to be fast tracked and will limit the expense and time required to produce the detailed information required for a full viability assessment.

5.5 The screening service is undertaken by a panel of industry specialists together with the Council who meet every two months as required to assess a limited amount of information in order to confirm whether a full viability appraisal is required. This is a discretionary service for which the Council charges a set fee. For the avoidance of doubt the screening opinion is not binding on the Council which is still required to consider public representations and the views of other consultees in coming to its decision.

5.6 There is no obligation to use the screening process, however, where a screening opinion has not been obtained the Council will expect that the full viability assessment information is provided at the time of registering the planning application.

6.0 Functionality

6.1 When assessing a proposal under the function criterion of Policy CS28, the prime consideration will be to retain the direct economic benefit from income and employment generated for the resort by tourism accommodation businesses and to maintain the indirect economic benefit through spending on goods and services across the town, which provide overall support to the tourism economy.

6.2 Policy CS28 of the Local Plan applies to the local plan area i.e. the administrative area of Bournemouth Borough Council. The second strand of Policy CS28 seeks to ensure that any loss of tourist accommodation will not harm the function of the area in relation to the tourism industry and the local community. Therefore the functional area relevant to the assessment of tourism accommodation applies across the Borough. In view of the fact that the tourism accommodation sector is relatively diverse, complex and subject to changing visitor demands and expectations over time, the Council will adopt a thorough approach to assessing the functional test of policy CS28 based on viability. If a business is assessed as being viable or capable of being viable then this will indicate the potential to meet current and future demand for visitors. It then follows that there is also the prospect of support for other businesses within the Bournemouth visitor economy from these visitors and that the tourism function is being maintained. In contrast where business is shown to be unviable with no potential of becoming viable it clearly will not provide a useful contribution to the function of the area, and therefore its loss will cause no harm.

7.0 Viability Test

7.1 The purpose of the viability test is to establish whether a tourist accommodation business has any prospect of continuing as tourist accommodation.

7.2 It is acknowledged that there are a number of smaller tourism accommodation businesses such as B&B and guest house accommodation which represent life style businesses. These are an important sector of the tourism accommodation offer and as such the Council is supportive of the principle of establishing new businesses and maintaining existing viable businesses. However, it is also recognised that such businesses are often a blend of home plus income and as such owners should be provided with some flexibility over the use of such premises, especially when personal circumstances might change. The purpose of offering a screening service as detailed above will be of particular help to small businesses.

7.3 Where a screening opinion has not been obtained in order to give adequate consideration to proposals that involve the loss of tourism accommodation, the Local Planning Authority will seek evidence from the applicant to demonstrate that the premises are firstly, not economically viable in their current use, and secondly are incapable of being made viable in its current use, or as another form of tourist accommodation. The potential of the establishment to be run as a viable operation will be a key test. Current trading performance is no guide to potential as the reasons for business failure may be peculiar to the current ownership and management. This information, the 'viability test', will be sought by the Local Planning Authority in order that proper consideration can be given to the proposal. Should the required information not be submitted then it will impact upon the LPA's ability to assess the application within the required timeframes, and will run the risk of the Council refusing permission on the basis of inadequate viability information being presented.

7.4 The value of guest houses, hotels and other forms of tourist accommodation should be measured by their trading potential. This assessment will take into account location, number of rooms, amount of trading floorspace, quality of facilities, yield and occupancy. There is a difference in value between residential and tourism markets. If owners believe they can achieve residential development they are unlikely to sell for a price which would enable the business to continue as a viable going concern. It should also be noted that healthy yields can be achieved in the rented holiday accommodation sector and that this sector represents a potentially attractive investment opportunity with the appropriate operating model.

7.5 Applicants should provide the required information to demonstrate to the satisfaction of the Local Planning Authority that a tourist accommodation business has no prospect of continuing in the premises. Where the business is not currently operating it will be necessary to show that an average competent operator could not make a reasonable return from the business.

Criteria and Evidence

7.6 The application for change of use concerns the premises rather than the owner. However, where the claim is that the business is no longer viable with evidence from a current or recent manager, the Local Planning Authority must be satisfied that:

- The tourism business has been run in a reasonable and professional manner by the proprietor;
- There has been a serious and sustained effort to run a tourism business in the premises using available business support services;
- The business has been actively market tested to potential purchasers of the business with a guide price reflecting the going concern value of the accommodation business (or its hotel/ self catering market value if not currently trading) normally for a minimum 18 months and that no reasonable offers have been received during this time. The guide price must reflect the potential earnings of the business and the cost of essential works.
- Alternative tourism accommodation business models have been tried and discounted.
- A forward business plan has been presented that shows the business is no longer viable. If the business has not operated recently, then a forward business plan must be presented and a clear demonstration that an attempt has been made to implement it.
- Any previous tourism related planning approval has been given a reasonable time to become commercially established and any claims that these changes are no longer financially viable must show the relationship between the original business planning and the current situation. The Planning Authority will want to be satisfied that permitted enabling developments have supported the authorised provision of tourist accommodation.

7.7 Applicants should provide supporting information to demonstrate business activity for a minimum of the last three years. Details of what evidence needs to be submitted are contained within Appendix B. The Local Planning Authority does however recognise that the information required may be onerous for smaller establishments to provide and therefore if an applicant is unable to provide the necessary information or does not consider it relevant to the assessment of the application then a written statement should be submitted outlining the reasons for this at the time of submitting the planning application. Notwithstanding this, the Local Planning Authority will still have the ability to request further information should it be considered as fundamental to the assessment of the planning application.

8.0 Self-catering and Serviced Holiday Flats

8.1 Proposals for self-catering or serviced holiday flats will be considered an acceptable alternative or supplement to traditional hotel type accommodation, providing that the use can be assured by means of condition or legal agreement. The Council recognises that the operation of a successful holiday letting business often requires a business model with operators needing to accept the potential of regular income over a period of time as opposed to, for example, the short term profit gained by a house builder selling completed properties.

8.2 In addition self-catering or serviced holiday flats will, where proposed within a residential or other mixed use scheme, be designed and sited so as to maximise the ongoing attractiveness of the holiday flats to visitors. Without careful siting there is a risk of units becoming less popular with visitors, and equally unpopular with permanent residents, therefore becoming less viable to operate as a profitable business with the resultant pressure to allow a change of use to a permanent residential use. The tourism related bed space provision within a mixed use scheme will be expected to replace or increase the bed spaces provided within the original tourist accommodation.

8.3 The Local Planning Authority will require applicants to demonstrate that careful consideration has been given to ensuring such ongoing viability of holiday flats through:

- Giving a proportionate number of holiday flats the best aspects (views from the development);
- Providing details of how holiday flats will be accessed, designing out shared accesses and corridors with residential units;
- Clustering holiday flats together for ease of management and reducing conflicts with residents;
- Providing balconies to holiday flats ensuring the orientation of a balcony minimises impact on residential units/balconies by way of noise and overlooking;
- Ensuring that holiday flats are located so as to minimise noise and fume impacts from onsite car parking and delivery vehicles;
- Parking, including secure facilities for cyclists, for holiday flats to be provided in accordance with the Councils adopted Parking Supplementary Planning Document, for example being on-site, on an allocated basis, grouped together and annotated as specifically for use of the holiday flats only;
- Providing internet for holiday lets, enabling for example access to public transport information, events information and general internet use;
- Ensuring that bedspaces are located within bedrooms and not within lounges or other non bedroom spaces;
- Internal layout being designed to minimise potential noise impacts between residential and holiday flats;
- Funding package for mixed use development must identify cross subsidy calculations to ensure holiday lets can be financially delivered, when proposed as a replacement or alternative to existing tourism accommodation. For example, to show the expected profit of residential units required to fund the delivery of holiday lets. The latter of which would be expected to sell at a lesser price than the open market residential units due to their restrictions on use.
- Forward business plan to show the business can be operated as a sustainable holiday accommodation offer.

9.0 Conversions to Residential Uses

9.1 Where the viability evidence confirms that the site or premises are not capable of providing a viable holiday accommodation use either in the existing

form or change of use/ redevelopment involving an appropriate element of tourist accommodation then residential uses will be considered. However, for the avoidance of doubt the Council is unlikely, especially in areas characterised by holiday accommodation, to support the change of use or redevelopment of holiday accommodation to a House in Multiple Occupation (HMO). Such an approach accords with the District Wide Local Plan saved Policy 6.17 on HMO and Hostels as it is unlikely an HMO use will be compatible with the existing character of such areas and is likely to cause harm to the function of the area in relation to other tourism businesses.

APPENDIX A - Viability Screening Service

1. Where applicants wish to establish whether or not a full statement of viability evidence as detailed in Appendix B is required, it is possible to seek a screening opinion from the Council's Tourism Service. This service is of particular value as it can in appropriate cases for example negate the need to market a property for at least 18 months. The viability screening service is appropriate where there are exceptional and evident issues that make it impossible to achieve a viable business. Examples may include supply side issues such as the physical future viability of the building or location such as structural problems or inappropriate nearby development, and demand led issues such as market collapse.
2. The Council administers the Viability Screening Service through a Panel which involves a senior Tourism Officer from the Council and experts in the tourism trade. Terms of reference for the operation of the screening panel and screening sessions which seek to overcome potential conflicts of interests between screening panel members and applicants will be developed. The Screening Panel is a new service designed to assist applicants. It is expected that the focus will be refined and adjusted in the light of practical experience but the overarching principals will remain as set out in this SPD. The screening is a simple process where using a template of information below the Panel will determine whether or not there is a requirement for the applicant to produce a full viability assessment as part of a planning application. A fee is charged on a cost recovery basis for this service.
3. There are bi monthly screening panel sessions scheduled. All that is needed to obtain a screening opinion is to complete the attached screening form and to send it to the address on the form either by email or post, together with the screening fee. The Council will be able to provide dates when the screening panel sessions take place and will also provide a written statement as to the conclusion of the screening opinion which can then be submitted as part of a planning application. A completed screening form and fee needs to be received by the Council 10 days in advance of a scheduled screening session in order to be considered at that session.

Viability Screening Form

Name and address of applicant including telephone and email
Name and address of property that is subject of this viability screening
Please confirm the current number of available bed spaces
Outline of proposal including any plans
Why is a change of use or redevelopment being proposed?
Please identify and evidence any <u>exceptional</u> issues you feel are undermining the continued viability of any form of tourism accommodation business (current or future) on this site.
What alternative forms of tourism accommodation offer have been considered for the property and on what evidence have they been ruled out?
Please identify how long you have been trading the business in its current form?

APPENDIX B - Full Viability Evidence

Should the Viability Screening Panel determine that a full viability assessment is required, the applicant will be expected to produce the following information at 1 - 7 below as part of a Planning Application. It is recommended that the viability evidence statement should be produced by a suitably qualified person who is able to provide an objective and informed assessment:

1. General Information:

Name of and address of Applicant including telephone and email
Name and address of property subject to this viability test
What is the nature of your controlling interest in the property, the land it sits on and any adjacent land or properties?
How long have you been trading at the establishment in its current form?
Age and condition of the building and length of time in tourism use
Approximate investment on refurbishment and maintenance to the property totalled for each year over the last 10 years
Your previous experience within the tourism industry

Competitor analysis of other businesses within 300 meters
Change of business trends you have noticed over the past 5 years

2. Trading Information

Number of trading weeks per year over the last 3 years
Total number of available bed spaces per year over the last 3 years
Total number of sleepers per year over the last 3 years
Please supply a copy of your Business to Customer forward Marketing Plan. If you do not have a Marketing Plan then, as a bare minimum, please provide a summary of your marketing activity over the last 12 months together with what is planned for the next 12 months. This should include evidence of website entries; numbers of site hits; an understanding of how social media has been utilised to drive web traffic; copies of brochures, adverts and entries in accommodation guides. The statement should include a record of business received from each of these marketing channels. Where applicable, justification should be provided as to why various marketing methods have not been used

Please supply a copy of your Business Plan. If you do not have one then, as a bare minimum, please provide a summary of your Business Activity and Target Markets over the last 12 months and what is planned for the next 12 months
Please outline any additional tourism services you provide

3. Financial Information

Audited Profit and Loss Account covering the previous three years.
Net income from rooms
Net income from food and beverages
Any other net income generated from the business
Net achieved room rate
Trading profit before interest, tax, depreciation and amortisation

Breakdown of annual running costs for the business over the last 3 years including: wages, utilities, rates, food, beverage, additional guest services, administration costs, laundry, insurance, business to customer marketing, bank interest/charges, staff training and any other operating costs
Number of people employed including applicant and applicants family split full time and part time

4. Business planning and performance against targets

If no recent trading history exists, an annual business plan with cash flow projections is expected to be submitted, which could include (where applicable) a business plan used to secure a bank loan/financial investment and should also include the detailed running costs outlined above under the 'Financial Information' section. However, if a Business Plan does not exist then applicants should provide written justification as to why one has not been prepared.

5. Details of the physical condition of the property

Where the physical condition of the property is being used as a reason for impacting upon the future viability of the business, a surveyor's report incorporating the costs of repairs should be submitted. These costings should be competitive and where possible details of tradesman's quotes should be submitted.

6. Commercial marketing of the business

Evidence should be submitted that there has been a realistic attempt to sell the business normally over a minimum 18 month period. It is expected that the business should be marketed at a realistic and competitive price. The evidence should include:-

- Details of the agent used to market the business for sale, including whether they have any local or specialist expertise, and evidence of passive/ active marketing.
- Copies of advertising material to include sale particulars, website entries, brochures, etc,

- Details of dates advertised, records of responses received, what interest has been shown and why any offers have been rejected,
- Details of owners' brief to agent on the marketing of the business and agreed sale price.

7. Statement of alternative uses

The Council will expect potential alternative tourist accommodation options to be fully considered before resorting to changes of use to non tourism accommodation uses. This statement should clearly explain why other tourism accommodation use is not viable accounting for the potential yields which might realistically be achievable from alternative tourism accommodation business models.

The above information 1-7 will be required at the time of registering a planning application unless you have submitted detail as agreed under the pre application advice service.

