

## **Bristol City Council Window Guidelines – October 2021**

Properties which are used for advertising are usually determined to be occupied for business rate purposes. However, for a temporary period, in order to support economic, social/community and environment improvement, Bristol City Council will allow the use of window space (within 1.5 metres from the window) of empty retail units to be used for non-commercial advertising with the property still being classed as unoccupied.

The intention of this scheme is to help improve the visual appearance and attractiveness of Bristol's empty retail units by allowing window space to be used for display purposes.

Window space should be used for:

- Displays which promote local (Bristol based) not for profit activities and/or
- Displays which promote the wider immediate shopping area and/or the immediate businesses *as a collective*.

Where properties are used as defined above, the property will continue to be classed as unoccupied and benefit from empty property rate. Usually, this will mean that for the first three months a property is empty no business rate will be payable with full empty property rate (100% of the normal occupied business rate) becoming payable thereafter. Properties that are listed are exempt from payment of business rate whilst they remain empty.

Business Rates will be payable where:

- The window space is used for commercial advertising
- The property is accessible to the public
- A payment or consideration is given from one party to another in respect of the advertising within the property