

Ms Fern Lynch
Persimmon Homes
Verona House
Tetbury Hill
Malmesbury
Wiltshire SN16 9JR

Our Ref: RCH/Lynch/2106

21 June 2021

Dear Ms Lynch

Employment Land at Roger Way, Old Sarum, Salisbury

As requested, I write with my marketing report following the conclusion of 6 months of marketing having commenced 16th December 2020.

Instructions

I wrote to your planning consultants Blue Fox Planning on 26 November 2020 with my marketing recommendations and advice. Instructions were subsequently received and marketing commenced 16th December 2020.

Particulars

Draft particulars were prepared and agreed and held at our Salisbury office, a copy of which I attach for your information.

The Site

The land comprises some 2.35 acres (0.95 ha), is broadly rectangular in shape and runs alongside Roger Way between Salisbury Football Club to the west and the new residential housing to the east.

Price

A price of £700,000 has been quoted (approx £300,000/ acre) which we consider reflects market values for commercial plots of this size and in this location.

Use

Demand was tested principally for B1 and B2 uses reflecting the existing planning consent.

Marketing

Advertising

I attach a copies of advertisements that were placed in the Salisbury Journal on 25th March and 3rd June '21. The Salisbury Journal is the principle publication serving Salisbury and its local catchment.

Web Sites

The property has been listed on the following websites:-

Woolley & Wallis – www.w-w.co.uk

Rightmove – www.rightmove.co.uk (the commercial section)

Realla – www.realla.co.uk

The above cover both the local region and the wider national market. For this type of property, we receive most of our enquiries via Rightmove Commercial and Realla.

Window Display

A window card with photo was placed in the ground floor display window of our Salisbury office in rotation with other instructions.

Boards

A marketing board was erected in 'V' format on the land fronting Roger Way. I attach a photo of it in-situ.

Enquiries

Since marketing commenced we received the following enquiries:-

Date	Applicant	Comment
1 st February	Mr D of LC	Telephone enquiry. Returned the call and subsequently sent the particulars. No further interest shown.
12 th February	F B Limited	Online enquiry. Details sent. No further interest shown.
23 rd February	Mr C of MPG	Returned call and subsequently sent details. No further interest shown.
25 th February	Mr W	Internet enquiry including comments to the effect that he would offer £625,000, 'subject to an application to renew the lapse planning'. RH (Rob Horton) called Mr W to discuss the proposal and to explain that the planning had not lapsed but rather that it was simply an outline consent which had effectively been 'implemented' owing to the construction of part of the mixed scheme

		(residential housing). Details sent on 26 th February. Email received from Mr W on 3 rd March stating that (on the basis of his offer of £625,000) he would require a 24 month' Option Agreement given that there was no live planning permission as such for the land. Alternatively, he would be prepared to offer £20,000/ acre to purchase the land now with its current planning status. RH responded advising that consent for the outline planning permission had not expired and that an offer of £20,000 per acre would not be acceptable to the client.
9 th March	Mr J B	Internet enquiry. Details sent. RH responded to an email to assist the interested party in locating an online record of planning consent and explaining it was just an outline consent for commercial development as part of a mixed scheme.
15 th March	Mr D S	Internet enquiry asking if the site was still available. RH confirmed that it was and attached a copy of the particulars. No further interest was shown.
22 nd March	Mr G H	Internet enquiry, enquiring whether the site was still available. RH confirmed it was and sent details. No further interest shown.
22 nd March	Mr R W	Internet enquiry requesting confirmation of the price. Details sent (incorporating price). No further interest shown.
16 th April	'Kristoffer'	Internet enquiry asking whether it would be possible to get planning permission for residential development.

Conclusion

The above marketing campaign comprehensively tested demand for the site with commercial use (principally B1 and B2 uses). The property has been advertised in the Salisbury Journal, which is the main journal covering the Salisbury region. It has also been listed on the various relevant websites which cover both the local and national catchment. It is fair to say that the vast majority of enquiries that have been received have been of a tentative nature and none could be described as being 'serious' with the majority coming from private individuals rather than developers or businesses seeking a site to develop for owner occupation. We consider the access to this site (which is via a road network designed to suit the immediate residential development) is not suitable for the logistical requirements of a business and that in itself is likely to sway both developers and occupiers from considering the site for commercial development. Furthermore, the close proximity of residential uses to the site suggests that a commercial scheme in this location would be inappropriate.

I trust the above is satisfactory for your requirements at this stage.

Yours sincerely

Robert Horton BSc (Hons) MRICS