REPORT ON MARKETING UNDERTAKEN

IN RESPECT OF

Commercial development land at
SOUTHPOINT BUSINESS PARK
Showell Farm
CHIPPENHAM
SN15 2NU

PREPARED ON BEHALF OF:

BAYLIS ESTATES
4th March 2026

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CONTENTS

INTRODUCTION	3
AGENT INFORMATION	3
LOCATION & POSITION	3
PROPOSED DEVELOPMENT SCHEME	3
MARKETING	4
Property Website Listings	4
Marketing Brochures	5
Potential Occupier Targeting	5
Agency Board	5
Mailshots	6
Wiltshire Council Economic Development Officer	6
QUOTING TERMS	6
DEMAND / MARKET SUMMARY	6
INTEREST RECEIVED	7
SUMMARY AND CONCLUSION	7

APPENDICES

Appendix 1	Agency Brochure
Appendix 2	www.southpointchippenham.co.uk Listing.
Appendix 3	Typical Website Listing
Appendix 4	Agency Board
Appendix 5	Spreadsheet of Serious Enquiries

INTRODUCTION

This Report is prepared by Whitmarsh Lockhart LLP and Avison Young to support a planning application made by David Lloyd Health & Racquet Club on Plot 100 Southpoint Business Park, Chippenham SN15 2NU.

Whitmarsh Lockhart LLP and Avison Young were first formally instructed by the property owners, Baylis Estates Limited in January 2022 to jointly market Southpoint Business Park with a view to attracting business occupiers. The marketing encompassed the sale of development land, as well as design and build solutions for new business premises on either a sale or letting basis.

This Report details the marketing undertaken in relation to the property by the agents since their joint instruction.

AGENT INFORMATION

Whitmarsh Lockhart LLP is a firm of Chartered Surveyors and commercial property consultants specialising in land and buildings in the North Wiltshire area. The practice was founded in 1996 and has gone on to hold a strong market share in this area of work.

Paul Whitmarsh MRICS is the Partner in charge of the agency department and is personally responsible for overseeing the marketing activities at Southpoint Business Park. He has over 35 years' experience of specialising in industrial warehouse land and buildings and is active in the marketplace and has considerable experience in the Chippenham marketplace.

Avison Young is an international firm of property consultants and Chartered Surveyors with 12 UK offices and dedicated commercial agency teams covering the Southwest and Southern regions from London, Bristol and Birmingham. Avison Young acted in the acquisition of the Showell Farm employment site from Crest Developments who had secured and promoted the original 2006 industrial and distribution planning consent which remains broadly in place today.

Working from their office in Bristol, Paul Hobbs MRICS has over 30 years' experience of specialising in the regional industrial warehouse market for land and buildings. Avison Young oversees the project from their Bristol office and retain an active part in the marketing.

LOCATION & POSITION

Southpoint Business Park holds a prominent location adjoining the A350 on the southern edge of Chippenham. Attached in Appendix 1 is the agency brochure providing more information on the regional and national location.

Plot 100 forms one of the four principal development areas on Southpoint Business Park and directly fronts the A350. It is accessed via the principal estate road, which is now completed and open to the public.

PROPOSED DEVELOPMENT SCHEME

The agents were asked to market the site with a view to attracting business occupiers, with the proposal that specific buildings could be built for them, on a design & build basis. In addition, the development land has also been offered for sale to the employment marketplace, as serviced development land. The brochure sets out more information on the opportunities available at the property.

AVISON YOUNG

Whitmarsh Lockhart

MARKETING

Marketing of Southpoint Business Park (renamed from Showell Farm) formally commenced in January 2022. Prior to this date, the site had been available on an informal basis while the longstanding planning consent was regularised, and the commercial property market recovered from the COVID pandemic. The developers had also been putting in place the construction project for the estate road, major A350 access roundabout and main utilities including primary power.

In the period from January 2022 to date, the site has been fully available in the commercial property marketplace and actively marketed nationally with a view to attracting business occupiers.

The marketing activities undertaken are as follows:

- Property website and listings
- Marketing board
- Marketing brochure
- Active enquiries/potential occupier targeting.
- Mailshots
- Liaison with Wiltshire Council Economic Development Officer
- Liaison with SWELP
- Site promotion in the commercial property press and regional media

Some of these initiatives are considered in further detail below:

Property Website Listings

The national commercial property websites were used to list the details of the proposed development and secure potential interested parties.

During marketing , Southpoint Business Park has had its own website and address and can be directly openly searched on the internet - www.southpointchippenham.co.uk. A copy of this web landing page is provided in Appendix 2.

The property has been continually promoted in the following websites from the commencement of the marketing -

- **Whitmarsh Lockhart LLP** www.whitmarshlockhart.com
- **Avison Young** www.avisonyoung.com
- **Zoopla** www.zoopla.co.uk
- **Novaloca** www.novalocal.com
- **EACH** www.each.co.uk
- **EGI Property Link** www.estatesgazette.com (this was used for a period of time, prior to closure)
- **Rightmove** www.rightmove.co.uk
- **Loopnet** www.loopnet.co.uk
- **Baylis Estates** www.baylisestates.co.uk

In Appendix 3 is a copy of a typical website listing.

RICS Regulated by RICS

Marketing Brochures

A comprehensive marketing brochure for Southpoint Business Park was completed and used to target regional occupiers, potentially interested parties from wider market intelligence, active enquiries circulating from other local/regional agents and local influencers from the commencement of the marketing.

The brochure incorporated a full description of the proposed development offer together with specific sections, detailing the following:

- Local amenities with colour photos
- Accessibility with an aerial photo and plan showing local transport links, colour photography and a location plan
- Wellbeing with images and text detailing proposed cycling/fitness amenities and features of the scheme
- Sustainability with details of environmental features and proposed credentials
- Plot information with images, and sizes.

The brochure was produced and available in January 2022 and has subsequently been updated following the part site disposal and subsequent development by Siemens.

The marketing brochure was professionally designed by Kubiak Creative.

Potential Occupier Targeting

Active enquiries from occupiers and retained agents with requirements for either employment land or buildings (of any size) have all been provided with information and details of the property. These interested parties were encouraged to undertake site inspections and come forward with expressions of interest and proposals wherever possible.

In addition, key existing local occupiers and local and regional industrial/warehouse and office agents were also targeted and marketing details.

We have also actively used the LinkedIn news portal to regularly promote the progress of the site and the opportunities available for inward investment to Wiltshire.

Agency Board

A 15ft x 10ft agency board was erected directly facing the A350. Please note this was temporarily removed during the construction period of the estate road, the A350 dualling and SSE HV cable diversions for H &S, logistical and for practical purposes. In Appendix 4 is a copy of the estate board design.

A new agency board will be erected in the next few months on the A350 and Patterdown Road frontages, now the heavy construction phases have been completed, and the opportunity can be viewed more safely.

Mailshots

In addition to the mailing of the marketing brochures to applicants, resulting from the marketing initiatives outlined above, direct mailing has also been undertaken to the databases as listed below:

- Local and regional commercial agents
- All appropriate active enquiries received during the marketing period.
- Other general occupier and developer mailing lists held by the agents.

Wiltshire Council Economic Development Officer

Throughout the marketing period and continuing, there has been an active engagement with Russell Frith, the Principal Economic Development Officer for Wiltshire Council and his colleagues which has been vital we feel.

Both agents have engaged with the team during this period and liaised over enquiry information that they have had available. Mr Frith will be able to confirm the activities and active engagement that has been undertaken during the marketing period on a collaborative basis.

QUOTING TERMS

In line with the instructions from Baylis Estates Ltd, the agents have been providing quoting terms to specific enquiries and interest received.

On the basis of fully serviced development land, we have been quoting a guide price of circa £750,000 plus VAT per gross acre which is at a discount to roadside commercial sites transacted in Bristol and Swindon.

With regard to pricing and delivery of design & build opportunities for buildings, each of these has to be prepared on a bespoke basis, depending on the type and nature of the building involved and impact on the balance of the landholding.

DEMAND / MARKET SUMMARY

During the marketing period, the regional commercial market for industrial warehouse land and buildings has remained relatively active. This was boosted by the online sales during COVID.

Over the past 18-months, with the political situation and economic uncertainty the commercial property market has slowed considerably and at the present time, occupiers and developers alike are relatively cautious. Many businesses are currently waiting for the economic activity to improve, prior to making any commitment on land and buildings.

During the marketing period, the requirement for Siemens was identified and negotiations undertaken for part of Plot 300 and Plot 400. These have now been sold to them, and they are currently constructing their research and development and manufacturing facility to relocate out of Langley Park nr Chippenham station in the summer of 2026.

Other employment and roadside interest has been generated in the remaining plots at Southpoint Business Park, but we have been unable to attract a further major occupier at the present time. Enquiries are typically vehicle fuel / recharging, food sales, self-storage and leisure or small footprint enquiries sub 10,000 ft² which are challenging to develop economically at Southpoint with the larger site constraints, common infrastructure and steadily increasing build costs.

We have listed out in the attached spreadsheet, found in Appendix 5, the enquiries we have received during the marketing period, together with a summary of the outcomes. Please note, for confidential reasons, we are unable to specifically name the companies involved. This is sensitive information, particularly when it comes to businesses reorganising or relocating and the employment sensitivities around their staff.

It is important to specify that the employment market does not behave as one and during the marketing period we have seen a significant decline in the demand for office accommodation and a drive for sustainability, flexibility and quality in that sector particularly. The vast majority of office occupiers have been vacating space and releasing it to the market (in many cases for comprehensive redevelopment), due to changes in employment characteristics, such as “work from home”.

Plot 100 comprises a gross acreage of 9.42 acres. This is a very large plot by commercial business occupier standards, particularly in a relatively small town, and it is extremely unlikely that we would be able to attract an office occupier use for this site. The challenging office market means rents will not make it financially viable to develop new office buildings. The same picture is actually true currently for Bristol, Swindon and Gloucester.

The industrial warehouse marketplace, however, has performed more positively than the office market, albeit Plot 100 comprises a large business plot and is not suitable or viable for the vast majority of smaller regional commercial occupier enquiries received by the agents without major additional biodiversity, highway enhancement, landscape and energy services infrastructure.

INTEREST RECEIVED

The marketing campaign has been successful in attracting Siemens to the larger part of Southpoint Business Park. Beyond this, however, the agents have not been able to identify suitable employment business occupiers of sufficient scale and financial resources for Plot 100. There has been no demand from office occupiers, and we are not anticipating we will be able to stimulate any interest from this sector of the market.

A vast majority of the enquiries received for Plot 100 has been for part of the plot, from roadside and leisure occupiers (0.25 acres – 2 acres demand). This is largely driven by its prominent road frontage to the A350.

Some of the applicants generated during the marketing period carried out site inspections leading to meetings with the site owners, but none of these enquiries resulted in terms being agreed for the letting or sale of land or buildings.

In Appendix 5 is a spreadsheet detailing the interest received to date, with a summary of the outcomes.

From all the parties that expressed an interest and subsequently viewed the property or met with the site owners, offers were encouraged in each case. During the course of the marketing period, no discussions held led to advanced negotiations that have resulted in any possibility of a letting or sale, prior to the discussion with David Lloyd Leisure on plot 100.

SUMMARY AND CONCLUSION

Plot 100 has been openly available on the commercial property marketplace since January 2022. A full and thorough marketing campaign has been undertaken during this period to identify and attract business occupiers to it. During this period, the only serious deliverable occupier interest received in Plot 100 has been from David Lloyd Leisure.

At this point in time, there are no other serious employment enquiries for this plot. We do also have the adjacent Plot 200 (10 acres) and a further Plot 300 (3 acres) which both are now serviced and remain fully available and perhaps offer a more market facing opportunity for Wiltshire.

Having undertaken a full and thorough marketing campaign, we consider the David Lloyd Leisure interest in the site is an appropriate one.

APPENDIX 1

AGENCY BROCHURE

40% ALREADY SOLD TO SIEMENS – ONLY 1 PLOT REMAINING

SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU

The Answer to all your questions...

Be part of Chippenham's
new business environment

Infrastructure commenced Jan 2025. Completion Dec 2025

SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU

Have you discovered Chippenham's newest major business park?

This is a computer generated image and details may vary.

SouthPoint has been chosen by Siemens Mobility as the location for its new £100m digital rail engineering facility comprising over 200,000 sq ft of R & D office, production and warehouse space.

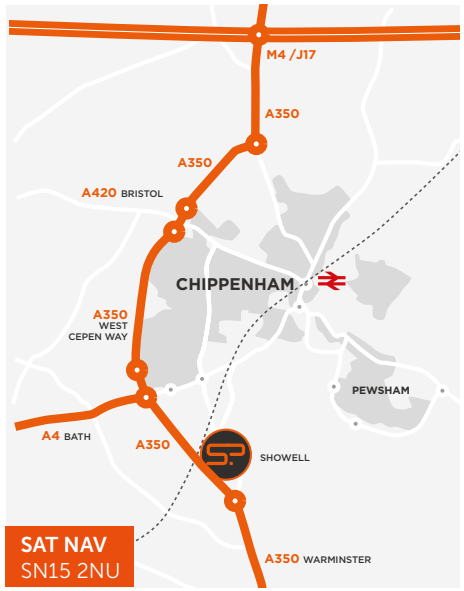
Following planning approval in October 2024, construction commenced January 2025 with opening scheduled for Q1 2026.

Plot	Gross Area (Acres)	Approved Building Size (GIA Sq Ft)
100	UNDER OFFER	
200	10.05	125,981
300B	UNDER CONTRACT TO OCCUPIER	
300A/400/500	ACQUIRED BY SIEMENS & UNDER CONSTRUCTION	

southpointchippenham.co.uk

Do you need ease of access to the M4 and the South Coast ?

Strategically located on the A350 and just 10 minutes from Junction 17 M4, SouthPoint Business Park provides great access to the national road network as well as all the nearby amenities.



Additionally, Chippenham is approximately 33 miles from the M5 motorway. Bath is 13 to the West, Bristol is 32 miles to the west and London is approximately 100 miles to the east.

Local occupiers Include:

THALES
dyson
Wincanton
Ministry of Defence
SIEMENS

Drive Times from SN15 2NU

Adjacent trunk route A350 direct to J17 M4

Chippenham	2 miles	5 mins
M4 J17	6.5 miles	10 mins
Bath	13 miles	28 mins
Swindon	23 miles	32 mins
Bristol	32 miles	36 mins
Reading	60 miles	1 hr 9 mins
London	100 miles	2 hrs 12 mins

Rail Times from Chippenham Station

Electrified rail line to London

Bath	10 mins
Swindon	12 mins
Bristol Temple Meads	25 mins
Reading	43 mins
Bristol Parkway	48 mins
London	1 hr 10 mins

SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU

southpointchippenham.co.uk

Do you want to build a space to suit your business needs

SouthPoint Business Park has planning consent for 50,000 sq m of employment uses. Construction of site infrastructure during 2025 will create serviced plots available For Sale on a freehold basis.

Alternatively design and build proposals on freehold or pre-let leasehold terms can be considered.

southpointchippenham.co.uk

Construction has commenced

New roundabouts to provide access to SouthPoint have already been constructed from the A350 West Cepen Way and the B4528 Patterdown Road.

These are now open to the public and will be connected by a spine road through the site ("Showell Avenue"). Construction has commenced with completion set for late 2025, enabling access to the business park. Incoming utilities and drainage are also being installed to facilitate serviced plots.

High quality business environment

Fully Serviced High Quality Landscaped Environment

The intention is to offer a fully serviced range of development opportunities and establish SouthPoint as a well maintained, landscaped, flexible business destination being the new commercial landmark in the town.

Office, Industrial and Logistics units available For Sale/To Let

A full range of opportunities are available, small or large, SME's or HQ's, let us know what you need and we can work to your requirements.

Would you like to know more about the great opportunities available ?

We are currently taking enquiries for design and build opportunities. Please contact one of our agents for details:

Paul Whitmarsh
paul@whitmarshlockhart.com

Whitmarsh Lockhart
Commercial Property Advisors
01793 541000
www.whitmarshlockhart.com

Paul Hobbs
Paul.Hobbs@avisonyoung.com

AVISON YOUNG
0117 984 2400
avisonyoung.co.uk

Terms:

Leasehold or freehold tenure options are available on bespoke design and build business accommodation over 500,000 sq ft.

Planning:

B1(c), B2 and B8 uses.

Rent / Price:

Upon Application.

A development by:

Baylis Estates

www.baylisestates.co.uk

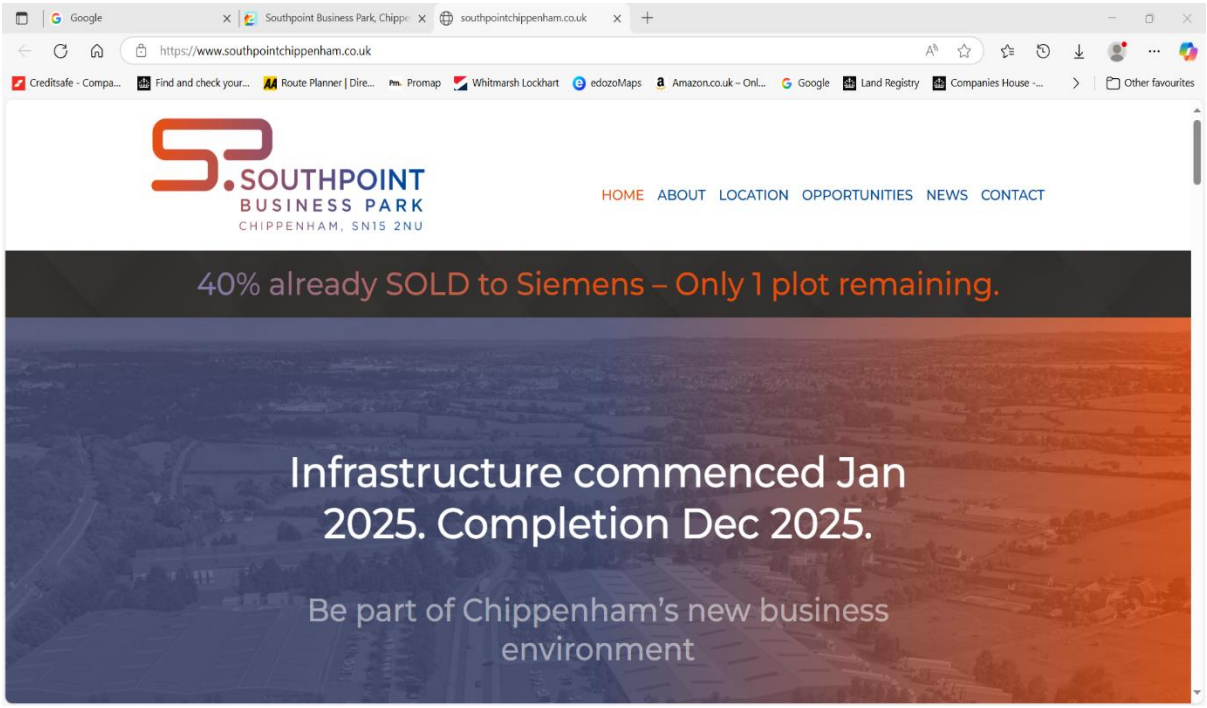
Important Notice: These particulars do not constitute an offer or contact and although they are believed to be correct their accuracy cannot be guaranteed, and they are expressly excluded from any contract.

Designed and Produced by Kubiak Creative Ltd
www.kubiakcreative.com 246315 03-25

SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU

APPENDIX 2

www.southpointchippenham.co.uk


https://www.southpointchippenham.co.uk
SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU
HOME ABOUT LOCATION OPPORTUNITIES NEWS CONTACT
40% already SOLD to Siemens – Only 1 plot remaining.
Infrastructure commenced Jan 2025. Completion Dec 2025.
Be part of Chippenham's new business environment

APPENDIX 3

TYICAL WEBSITE LISTING

← Back to search results

Freehold

Non quoting

Land for sale

Southpoint Business Park, Chippenham SN15

435,600 sq. ft

Local area information

Calculate travel times

-- mins to travel destination

Add a travel destination

Notton House Academy	0.9 miles
St Mary's RC Primary School	1.1 miles
Chippenham	1.8 miles
Melksham	4.1 miles

These distances are calculated in a straight line. The actual route and distance may vary.

Share

Save

Features and description

- Freehold
- A full range of opportunities are available, small or large, sme's or HQ's

- Office, industrial and logistics units available for sale/to let
- Design & build, land packages available
- Fully serviced high quality landscaped environment
- Strategically located on the A350 and just 10 minutes from junction 17 M4

Description

SouthPoint Business park has planning consent for employment uses and we can

See full description

More information

Listing history

Additional links

Street view

Market stats

Report this listing

Listed by

Whitmarsh Lockhart

View agent properties →

Whitmarsh Lockhart
Commercial Property Advisors

01793 988871

Recent sales in area unavailable

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Instant online valuation

Get closer to what matters

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Find an agent

Look for local agents

How would rate your experience of Zoopla today?

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New homes

Commercial properties for sale

Overseas

Find estate agents

Travel time search

Rent

Commercial properties to rent

Find letting agents

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APPENDIX 4

AGENCY BOARD

Kubiak Proof | Option 1

SOUTHPOINT
BUSINESS PARK

FOR SALE / TO LET

LOGISTICS / INDUSTRIAL / EMPLOYMENT USES

UP TO 500,000 SQ FT

AVISON YOUNG
0117 984 2400
avisonyoung.co.uk

Whitmarsh Lockhart
Commercial Property Advisors
01793 541000
www.whitmarshlockhart.com

A development by:

Baylis Estates

southpointchippenham.co.uk

Kubiak Proof Option 2

Be part of Chippenham's new business environment

SOUTHPOINT
BUSINESS PARK
CHIPPENHAM, SN15 2NU

southpointchippenham.co.uk

FOR SALE / TO LET

LOGISTICS
INDUSTRIAL
EMPLOYMENT USES

UP TO
500,000 SQ FT

A development by:

Baylis Estates

Whitmarsh Lockhart
Commercial Property Advisors
01793 541000
www.whitmarshlockhart.com

AVISON YOUNG
0117 984 2400
avisonyoung.co.uk

APPENDIX 5

SPREADSHEET OF SERIOUS ENQUIRIES

CLIENT: Baylis Estates
PROPERTY: Southpoint Business Park, Chippenham

DATE	OCCUPIER / TYPE OF BUSINESS	REQUIREMENT & USE	OUTCOME / COMMENTS
ENQUIRIES RECEIVED			
January 2021	Healthcare Warehouser	8 – 10-acres Melksham / Trowbridge	Company still searching for a suitable development site in Melksham.
January 2021	Furniture Warehouser	100,000 ft² North Wiltshire	Applicant had the preference for an existing building. It is now understood to be under offer on a design and built project on another site.
January 2022	Manufacturing Business	10-acres	The Company eventually acquired an adjoining site to their current facility and did not relocate.
January 2022	Parcel Delivery Company	3 – 6-acres	Enquiry was removed from the market and did not progress
January 2022	Kitchen Manufacturer	8 – 10-acres North Wiltshire	The requirement was finally satisfied in an existing building in Swindon.
May 2022	Roadside Developer	1.5 – 2-acres Petrol filling station and food offerings	Unsuitable planning use or division of the site.
July 2022	Food Manufacturing	15 – 20-acres Trowbridge / Chippenham	Business acquired a site in Trowbridge to extend their facilities.
June 2022	Warehouse operator	100,000ft² North Wiltshire	Leased an existing building at Junction 17 M4
June 2022	Builders' Merchants	1-acre requirement Chippenham	Business acquired a plot of land at Methuen Park
June 2022	Wiltshire Council	2-acres Chippenham	No further progress made
November 2022	Food Manufacturer	30,000 ft² building Melksham / Chippenham	Company found existing building

CLIENT: Baylis Estates
PROPERTY: Southpoint Business Park, Chippenham

DATE	OCCUPIER / TYPE OF BUSINESS	REQUIREMENT & USE	OUTCOME / COMMENTS
November 2022	Waste Handling Business	50,000 ft² on 3-acres Chippenham ./ Swindon	Considered unsuitable use for the location.
November 2022	Medical Equipment Company	80,000 – 100,000 ft²	Considering relocation from Melksham. Company remained in existing buildings
November 2022	Wiltshire Council	10-acres UK search for DTI	No further progress made on enquiry
November 2022	Builders' Merchants	1-acre Chippenham	Company did not relocate
November 2022	David Lloyd Leisure	6-acres Chippenham	Terms have been agreed to sell the site to the Company, subject to Planning Permission
November 2022	EV Charging Station	1-acre Chippenham	Requirement still active. Considered unsuitable use and division of the site
November 2022	Ladder Manufacturing Business	30,000 ft² Melksham	Found an existing facility in Melksham
November 2022	Commercial Developer	5-acres	A developer sale is not under consideration
November 2022	Children's Nursery	5,000 – 7,000 ft² Chippenham	Not considered a suitable use for the site and requirement too small to consider
November 2022	Car Showroom	2 – 3-acres	Use considered unsuitable and an unviable division of the site
March 2023	Siemens Group c/o Agents	13 – 15- acres	Negotiations undertaken and Plot 400 and part of Plot 300 sold to business
June 2023	Petrol Filling / EV Charging Station	2 – 3-acres	Considered unsuitable use and division of the site

CLIENT: Baylis Estates
PROPERTY: Southpoint Business Park, Chippenham

DATE	OCCUPIER / TYPE OF BUSINESS	REQUIREMENT & USE	OUTCOME / COMMENTS
June 2023	Shipping Container Storage	1 – 3-acres Chippenham	Considered an unsuitable use and division of the site
June 2023	Warehousing Business	50,000 ft² or 2-acres of development land Chippenham / Calne	Company found existing buildings
June 2023	Design & Printing Company	40,000 ft² Chippenham	Company decided not to relocate
June 2023	Packaging Manufacturing Company	20,000 ft² existing building Corsham / Melksham / Chippenham	Company found existing facility
June 2023	Self-storage Company	1-acre Chippenham	Considered unsuitable use and division of the site
June 2023	Builders' Merchants	1-acre Chippenham	No further progress on the enquiry
June 2023	Agent led Data-Centre requirement	8 – 25-acres	Site considered unfeasible, due to the high-level electrical power requirements
July 2024	Tile Warehousing Business	70,000 ft² building North Wiltshire	Company took additional existing buildings in Melksham
July 2024	Drive-Thru food operation	1-acre	Requirement considered unsuitable use and division of the plot
July 2024	Petrol Filling and EV Charging Station plus Food outlet	1 – 2-acres	Use considered unsuitable use and division of the site
July 2024	Hotel	1 – 2-acres	Use considered unsuitable for the site and division
July 2024	Warehousing Business	40,000 ft² Chippenham	Company took further facilities on existing buildings

CLIENT: **Baylis Estates**
PROPERTY: **Southpoint Business Park, Chippenham**

DATE	OCCUPIER / TYPE OF BUSINESS	REQUIREMENT & USE	OUTCOME / COMMENTS
July 2024	Roadside Restaurant	4,000 ft² with 45 car spaces Chippenham	Considered unsuitable use and division of the site
July 2024	Warehousing Operation	40,000 – 60,000 ft² building Chippenham / Melksham	Requirement is for an existing leasehold building
November 2024	Petrol Filling / EV Charging Station and Food outlet	1 – 2 acres	Use and division of the site unsuitable
January 2025	Retirement Living Enquiry	1 – 2-acres	Use and division of the site considered unsuitable
February 2026	Client of CBRE Industrial / R & D	25,000 ft²	Could be a design and build solution. Trowbridge to Malmesbury search area
January 2026	Warehouse – online trade supplier	30,000 ft²	Only seeking 3 – 5 yr term initially. Cannot commit longer. Relocation from Trowbridge
November 2025	Haulage Contractor	50,000 ft²	3 – 5 yr lease commitment. Budget around £7 per ft² maximum rent.
April 2025	Client of Knight Frank	25,000 ft² - 40,000 ft²	Chippenham requirement. Occupy Q3 2025. Cannot be design and build
August 2025	Client of Cushman & Wakefield	75,000 ft² - 125,000 ft²	Swindon to Bristol – M4 corridor. Needs occupation by Q2 2026. Cannot wait for a design & build solution