

MARKETING EVIDENCE STATEMENT

In Support of a Planning Application for a Care Home (Use Class C2)

West Pavilions Court, White Horse Business Park, Trowbridge, BA14 0FY

Prepared by: B. P. Estates Limited

Date: June 2026

1. Introduction

1.1 This statement is provided by B.P. Estates, the freehold owner of the application site to be known as West Pavilions Court, White Horse Business Park, Trowbridge.

1.2 It is submitted in support of a planning application by LNT Care Developments for a 66-bed care home (Use Class C2) on the site, and is intended to demonstrate compliance with criterion v of Core Policy 35 of the Wiltshire Core Strategy 2015, which requires evidence that a site within a Principal Employment Area has no long-term or strategic requirement to remain in employment use..

1.3 We confirm that the contents of this statement are accurate to the best of our knowledge and belief.

2. The Site and Its Employment History

2.1 The application site forms part of the wider Zone F4 landholding at White Horse Business Park, which is designated as a Principal Employment Area under Core Policy 29 of the Wiltshire Core Strategy 2015. Zone F4 is in the process of being subdivided, prior to the sale of the application site to LNT Care Developments. The application site will form the new Zone F5 following that subdivision. References throughout this statement to Zone F4 prior to that subdivision should be understood as referring to the wider plot of which the application site forms part.

2.2 The application site comprises approximately 1.991 acres of previously developed land, currently not in active use. The wider Zone F4 landholding, totalling approximately 3.07 acres, has been vacant and without any active employment use since late 2011, when Virgin Media ceased occupation of the Pavilions buildings.

2.3 In December 2014, B.P. Estates wrote directly to Wiltshire Council seeking their active partnership in promoting the former Virgin Media site to attract major new employers to Trowbridge. This early engagement with the local authority reflects B.P. Estates' determination from the outset to find a viable employment use for the site.

2.4 The original head lease on Zone F was negotiated for surrender during 2017 and four new separate long leases were granted over plots F1, F2, F3 and F4 respectively, completed in January 2018. This restructuring was undertaken specifically to preserve B.P. Estates' management control over the site and to protect the employment integrity of the site. At no point during or following this restructuring did Zone F4 enter active employment use.

2.5 In 2019, the leaseholds over F1, F2 and F3 were sold to a residential developer following the grant of Prior Approval for the conversion of the Pavilions

office buildings to residential use. Zone F4 remained in separate ownership and continued to be actively marketed for employment use as described in Section 3 below.

3. Marketing History

3.1 Professional Agent Instruction (2012 to 2016)

3.2 From approximately 2012, the site, then known as Willow Grove House and subsequently rebranded as The Pavilions, was formally instructed with a leading national commercial property agent for marketing as a call centre and office headquarters location. B.P. Estates actively supported the marketing campaign, commissioning professional aerial photography of the site and park at their own expense for use in the agent's marketing materials.

3.3 The agent conducted a professional marketing campaign over a period of approximately four years. Despite this sustained effort the site attracted no viable employment occupiers and no serious offers were received during the instruction period.

3.4 Direct Marketing Campaign by B.P. Estates (2016 to 2017)

3.5 Following the conclusion of the previous agent instruction, B.P. Estates undertook an extensive direct marketing campaign for the Pavilions and the wider Zone F landholding, targeting the site as a call centre and office headquarters opportunity. In September 2016 a comprehensive campaign was launched targeting 368 recipients, including large call centre operators, third party operators, and major legal and accounting firms. The campaign included direct mail, an advertisement in Property Week, and digital advertising via LinkedIn and Google AdWords.

3.6 The response to this campaign was largely negative, with the majority of recipients indicating they were not looking to take space at that time. Direct feedback from the market consistently noted that while the site was prominent and well located, office demand in Trowbridge was suppressed and rental values made large scale office or call centre occupation unviable.

3.7 Joint Agent Instruction (2019 onwards)

3.8 Following the lease restructuring, B.P. Estates instructed two commercial property agents as joint agents under a Letter of Engagement dated 8 January 2019 to market Zone F4 as a development site for commercial purposes. Formal marketing particulars were produced offering the land for sale or to let, subdivided into five individual plots ranging from 0.32 to 1.04 acres, with the site also available as a whole. The particulars were circulated to the market and boards were erected on site. The marketing materials explicitly noted that residential use was prohibited under the terms of the lease and that the site had potential for commercial redevelopment subject to planning.

3.9 Enquiries were received during this period but none progressed to a formal offer. A significant number of enquiries were from parties interested in residential use, which was not permitted under the lease. The onset of the Covid-19 pandemic from 2020 onwards further suppressed commercial demand, with a number of

businesses that had been considering expansion finding they were unable to proceed.

3.10 A pre-application had been undertaken with Wiltshire Council and was made available to interested parties as part of the marketing exercise. In June 2019, B.P. Estates engaged Wiltshire Council in further pre-application discussions regarding Zone F4, specifically seeking to identify viable employment uses for the site. Officers confirmed the site should be treated as an expansion of the Business Park. Discussions identified that traditional B2 use was not considered appropriate in this location, and alternative employment-adjacent uses such as small scale retail and drive-thru were explored. None of these uses proved commercially viable in the context of the site.

3.11 Further Enquiries and Proposals (2018 to 2022)

3.12 In 2018, a third party approached the leaseholder with a view to acquiring the wider Zone F landholding, indicating a potential acquisition value and requesting a period of exclusivity to undertake due diligence. Following consideration of the proposed terms, which were not acceptable to B.P. Estates as landowner, the approach did not proceed.

3.13 From 2021 onwards, a number of enquiries were received from self storage operators regarding the potential purchase or lease of Site F4. These enquiries were not pursued on the grounds that container storage operations do not represent a meaningful employment use for a designated Principal Employment Area, typically supporting little more than a single full-time equivalent post. B.P. Estates' consistent position throughout has been to seek uses that would genuinely serve the employment function the Principal Employment Area designation is intended to protect.

3.14 In 2022, a local developer proposed a joint development for Zone F4 comprising a 20,000 square foot gym and a warehouse facility. This proposal was actively considered but did not proceed, as the developer was subsequently unable to bring the scheme forward.

3.15 Care Home Proposal (2023)

3.16 In late 2023, following sustained but unsuccessful efforts over more than a decade to identify a viable employment use for the site, B.P. Estates supported a pre-application submission to Wiltshire Council for a care home on Zone F4. This step was taken only after it had become clear that no realistic prospect of traditional employment use remained. The pre-application response from Wiltshire Council was broadly supportive of the principle of a care home in this location, subject to the resolution of a number of technical matters which have since been addressed in the current planning application.

4. Market Feedback and Conclusions

4.1 Zone F4 has been vacant since late 2011, a period of almost fifteen years at the time of this application. Throughout this period B.P. Estates has made sustained and genuine attempts to secure an employment use for the site, engaging two

professional agent firms at different stages, undertaking direct marketing campaigns, exploring a wide range of use classes, considering numerous individual enquiries and proposals, and engaging directly with Wiltshire Council.

4.2 The consistent feedback from the market has been that office and employment demand in Trowbridge is insufficient to support occupation of this site on commercially viable terms. Suppressed rental values, the availability of alternative premises, and the specific characteristics of the site have each been cited by prospective parties as reasons not to proceed. The impact of the Covid-19 pandemic further reduced commercial demand from 2020 onwards.

4.3 The wider context of White Horse Business Park has changed materially during this period. The Pavilions office buildings, which formerly occupied the adjacent plots, have been converted to residential use through a series of Prior Approval applications, fundamentally altering the character of the immediate area. Zone F4 is now bordered by residential development to the east and open land to the west and south, and no longer forms part of an active employment campus in any practical sense.

4.4 Enquiries for self storage and similar low-employment-intensity uses have been received but were not pursued on the grounds that such uses would not represent a meaningful contribution to the employment objectives of the Principal Employment Area designation. B.P. Estates has throughout sought to find a use that would genuinely serve the employment function the designation is intended to protect, and has been unable to do so despite more than a decade of active effort.

4.5 It is our considered view, based on fifteen years of direct experience of attempting to market this site, that Zone F4 has no realistic long-term or strategic requirement to remain in employment use, and that the criteria set out in Core Policy 35(v) of the Wiltshire Core Strategy are clearly satisfied.

5. Confirmation

We confirm that the contents of this statement are true and accurate to the best of our knowledge and belief and are provided in support of the planning application by LNT Care Developments for a 66-bed care home at West Pavilions Court, White Horse Business Park, Trowbridge.

Date: June 2026