



Marketing Report

The Horse Guards, Brokenborough,
Malmesbury, Wiltshire SN16 0HZ

2nd July 2026

Three Hills Property LLP trading as THP Chartered Surveyors. Registered at Companies House OC349884.
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Author Qualifications

This report has been prepared by Richard Crabb of THP Chartered Surveyors.

I am a Member of the Royal Institution of Chartered Surveyors, having qualified 37 years ago.

I am a Partner of THP Chartered Surveyors and have previously worked as a Partner of Donaldsons LLP and a Director of DTZ. THP Chartered Surveyors deal exclusively with the marketing of all aspects of commercial property.

Purpose of Report

This report has been prepared to summarise the marketing undertaken in respect of the Horse Guards, Brokenborough, since our appointment in 2025, and to demonstrate compliance with Local Plan policy requirements relating to the marketing. The report provides an overview of the marketing campaign, details of enquiries received and an assessment of the level of market interest generated during the most recent marketing period between December 2025 and now.

It should be noted that Fleurets originally undertook a long marketing exercise prior to our clients acquiring the property in 2022. Details of this previous marketing campaign are set out in their report accompanying an earlier withdrawn application for residential change of use of the Horse Guards, dating from 2020. This previous 2-year marketing exercise failed to identify any potential purchasers willing to continue its use as a public house, or any alternative community use.

Following the previous unsuccessful 2-year marketing campaign, our clients have engaged us to undertake a further marketing campaign, which is fully informed by the requirements of Core Strategy Policy 49. Policy 49 is reproduced in full below. It sets out specific requirements for any marketing campaign to demonstrate that all preferable options for the use of the site have been exhausted.

Core Strategy Policy 49

"Proposals involving a loss of community service or facility will only be supported where it can be demonstrated that this site/building is no longer economically viable from an alternative community use. Preference will be given to retaining the existing use in the first instance, then for an alternative community use. Where this is not possible, a mixed use, which is still retains a substantial portion of the community facility/service, will be supported. Redevelopment for non-community service/facility use will only be permitted as a last resort and where all other options have been exhausted.

In order of as such proposals to be supported, a comprehensive marketing plan will need to be undertaken and the details submitted with any planning application. Only where it can be demonstrated that all preferable options have been exhausted will a change of use to a non-community use be considered. This marketing plan will, at the very minimum:-

(I) Be undertaken for at least six months

(II) Be as open and as flexible as possible with respect to alternative community use

(III) Establish appropriate prices, reflecting local market value, for the sale or lease of the site or building, which reflect the current or new community use, condition of the premises and location of the site

(IV) Demonstrate the marketing has taken into account the hierarchy of preferred uses stated above

(V) Clearly record all the marketing undertaken and detail details of respondent, in a manner capable of verification

(VI) Provide details of any advertisements including date of publication and periods of advertisement

(VII) Offer the lease of the site without restrictive rent review and tenancy conditions, or other restrictions which would prejudice the reuse as a community facility

(VIII) Demonstrate contact with previously interested parties whose interest may have been discouraged by onerous conditions previously set out."

The marketing exercise has sought to comply with all aspects of this policy, seeking, as it does, to prioritise rural services and community uses. This aspect will be examined further below in the context of the "Marketing Strategy".

UK Pub Sector Background

As the wider UK economy has struggled with weak growth, the hospitality sector has been greatly affected with increased staff, utility and other costs alongside reduce demand and as a result many operators have closed and in our experience there is a significant supply of property available with very few being let or sold and the prospect of more closures to come.

Marketing Strategy

As set out above, our clients provided us with the full wording of Policy 49 and requested that our marketing campaign directly followed the requirements set out therein. The marketing strategy set out below is therefore structured to demonstrate this.

Policy 49, criterion (i)

We commenced the latest round of marketing of the property on 22 December 2025. Therefore, at the time of writing, the property has been most-recently marketed for more than 6 months, in addition to the previous unsuccessful 2-year marketing campaign undertaken by others.

Policy 49, Criterion (ii)

Since 22 December 2025, the property has been listed on our own website, Zoopla and Rightmove. Use of internet marketing allows complete exposure of the property without geographical limitations. In our experience, Rightmove is the most powerful tool and the industry leader. It is expensive for clients to utilise, but it has the widest reach and attracts the majority of interest.

The online listings offered the property for sale or to let, as a public house and also invited interest for other community use. It was therefore entirely open and flexible with regard to potential uses. Contact details for further information and a link to a brochure was provided.

Policy 49, Criterion (iii)

The particulars include a guide price of £500,000, which is reflective of properties in similar locations in a similar state of repair. It was deliberately stated as a guide price, as opposed to 'offers over' price or similar, to encourage anyone who may have made a lower offer to come forward.

Policy 49, Criterion (iv)

The online listings and marketing particulars clearly offer the site for sale or letting as a public house, or other community use. They do not preclude or discourage any interest from any type of use, or combination of uses, other than residential. The details do specifically preclude offers purely for residential conversion, in order to respond to the hierarchy of preferred uses set out in Policy 49.

To specifically discourage interest from those who were only interested in converting the property for residential use, the particulars referred to a covenant to prevent this. The site plan included in the particulars shows a proposed boundary for the property that excludes an area to be retained by the current owners. This is necessary to legally enforce such a covenant. However, to ensure this did not discourage any interest, it was made clear to anyone enquiring that the owners were happy to negotiate the extent and location of land to be retained (see enquiries, below).

Policy 49, Criterion (v)

Details of all interest received and the outcome of this are provided in the following section of this report.

Policy 49, Criterion (vi)

Screengrabs of the of the online listings are included at Appendix A to this report.

A copy of the brochure is attached at Appendix B to this report.

As stated above, this information was published/available from 22 December 2025 until present.

Policy 49, Criterion (vii)

We did not specify any restrictions on potential lease terms, nor offer any lease with restrictive rent review or tenancy conditions. We were open to discuss any proposals received (see enquiries, below).

Policy 49, Criterion (viii)

We are not aware of any previously interested parties who were discouraged by previous onerous conditions.

Marketing Activity and Response

The marketing campaign has generated a total of 22 enquiries from a range of interested parties. In summary, these included general enquiries, a prospective purchaser, a holiday-let operator, a nearby public house occupier, residential developers and a public house operator.

Full details are provided below.

Schedule of Enquiries

No.	Date	Nature of Enquiry	Outcome
1.	20/12/2025	General enquiry	Marketing particulars provided. No response received following initial contact.
2.	22/12/2025	Development of a padel court.	Marketing particulars provided. Advised the site boundaries could be varied if required. Discussion around the potential requirement for planning permission. No further discussion.
3.	28/12/2025	General enquiry	Marketing particulars provided. No further response received following initial contact.
4.	29/12/2025	General enquiry	Marketing particulars provided. No further response received following initial contact.
5.	30/12/2026	General enquiry	Marketing particulars provided. No further response received.
6.	02/01/2026	Prospective purchaser for pub use.	Marketing particulars provided. Advised the site boundaries could be varied in response to a question. Viewing offered, but this was not progressed and there was no further interest.
7.	04/01/2026	Holiday let proposal from The United States of America	Marketing particulars provided. No further response received following initial contact.
8.	05/01/26	Pub operator	Telephone enquiry. Marketing particulars provided. Discussed and advised that site boundaries could be varied. They advised that interest was subject to planning consent for development on site around the current building. They would not divulge the nature of this for commercial reasons. No offer was made for the property.

9.	14/01/2026	Pub operator	Marketing particulars provided. A viewing was discussed, but there was no further response.
10.	19/01/2026	General enquiry	Marketing particulars provided. No further response received.
11.	04/02/26	General enquiry	Marketing particulars provided. No further response received.
12.	05/02/2026	General enquiry	Marketing particulars provided. No further response received.
13.	10/02/2026	General enquiry	Marketing particulars provided. No further response received.
14.	03/03/2026	General enquiry	Marketing particulars provided. No further response received.
15.	27/03/26	Tenant enquiry for pub use.	Marketing particulars provided. Subsequent enquiries addressed. Progressed to a viewing of the property, following which they expressed concern at the level of investment required to the building and to re-establish viable trade. They are employed in licensed trade, but do not have experience of running a pub and would need to provide a business plan and proof of finance. It was left that they would consider the property, but were unlikely to progress. No further contact received.
16.	17/04/2026	General enquiry	Marketing particulars provided. No further response received.
17.	26/04/2026	General enquiry	Marketing particulars provided. No further response received.
18.	27/04/2026	Nearby pub occupier	Marketing particulars provided. No further response received.
19.	29/04/2026	General enquiry	Marketing particulars provided. No further response received.
20.	20/05/2026	General enquiry	Marketing particulars provided. No further response received.

21.	23/05/2026	General enquiry	Marketing particulars provided. No further response received.
22.	26/05/2026	General enquiry	Marketing particulars provided. No further response received.

Conclusions

The marketing campaign fully exposed the property across the country and indeed abroad, offering the property openly and flexibly, for sale or to let and invited community use. We received interest from a variety of parties but this has failed to generate any offer or proposal capable of securing the continued occupation of the property as a public house or community use. The marketing arrangements fully complied with the terms of Core Strategy Policy 49 , but was unable to identify any potential purchases wishing to run the Horseguards as a pub. This exercise came as no particular surprise to us as there are scores of pubs within Wiltshire and Gloucestershire on the market.

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APPENDIX A



The Horse Guards, Brokenborough, Malmesbury

Guide Price

£500,000

£135.24 per sq ft

Business rates & charges may apply

[View brochure](#)

SIZE AVAILABLE

 **3,697 sq ft**

343 sq m

SECTOR

 **Leisure facility for sale**

 No floor/site plan



Description

For sale (may let) as a public house or other community use (subject to consents). The property has been vacant for some 5 years and is in need of refurbishment.

Brochures

[View Brochure](#)

The Horse Guards, Brokenborough, Malmesbury

 Search



Note: internal images added June 2026 following a request from an applicant

APPENDIX B



The Horse Guards, Park Lane, Brokenborough, Malmesbury, SN16 0HZ

Public House approx. 3,697 sq ft (343.48 sq m)

Subject to contract

- Freehold with vacant possession (may let)
- For sale as a public house or other community use
- In need of refurbishment
- Attractive rural location

Location

Brokenborough is an attractive small village with a population of around 200, located mainly within an area of outstanding local beauty. The village is just over a mile north-west of Malmesbury, which is a busy local center with various amenities.

Description

The Horse Guards stands within the village and is a mainly 2 storey building with the main part thought to date from the 18th Century, with later additions. It ceased trading some 5 years ago and has been vacant and is in need of refurbishment. There is parking to the front and a garden to the rear. The property is offered for sale (may let) as a public house or other community use (subject to consents). The property is not offered for residential conversion and a covenant will prevent this use in the future

Accommodation

The approximate gross internal floor areas are as follows:

Ground Floor:

Lounge, bar/ snug, dining, kitchen, stores, toilets

Total 2,943 sq ft/ 273.41 sq m

First Floor:

Bed 1 (with shower) bed 2 (with shower)

Total 754 sq ft/ 70.07 sq m

Total 3,697 sq ft/ 343.48 sq m

EPC

The property was assessed in 2007 as C (69).

Terms

Offered for sale with vacant possession. Guide price £500,000. The owners may possibly consider letting the property – please enquire for more details.

Value Added Tax

We understand that vat will not be payable on the figures quoted.

Business Rates

Rateable value £7,725. This will increase to £17,000 in April 2026. (source Gov.uk)

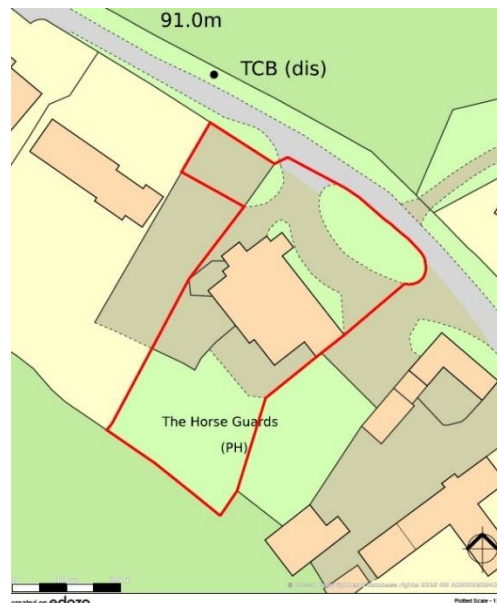
Viewing

By prior appointment with the sole agents.

richard@thponline.co.uk

oliver@thponline.co.uk

joe@thponline.co.uk

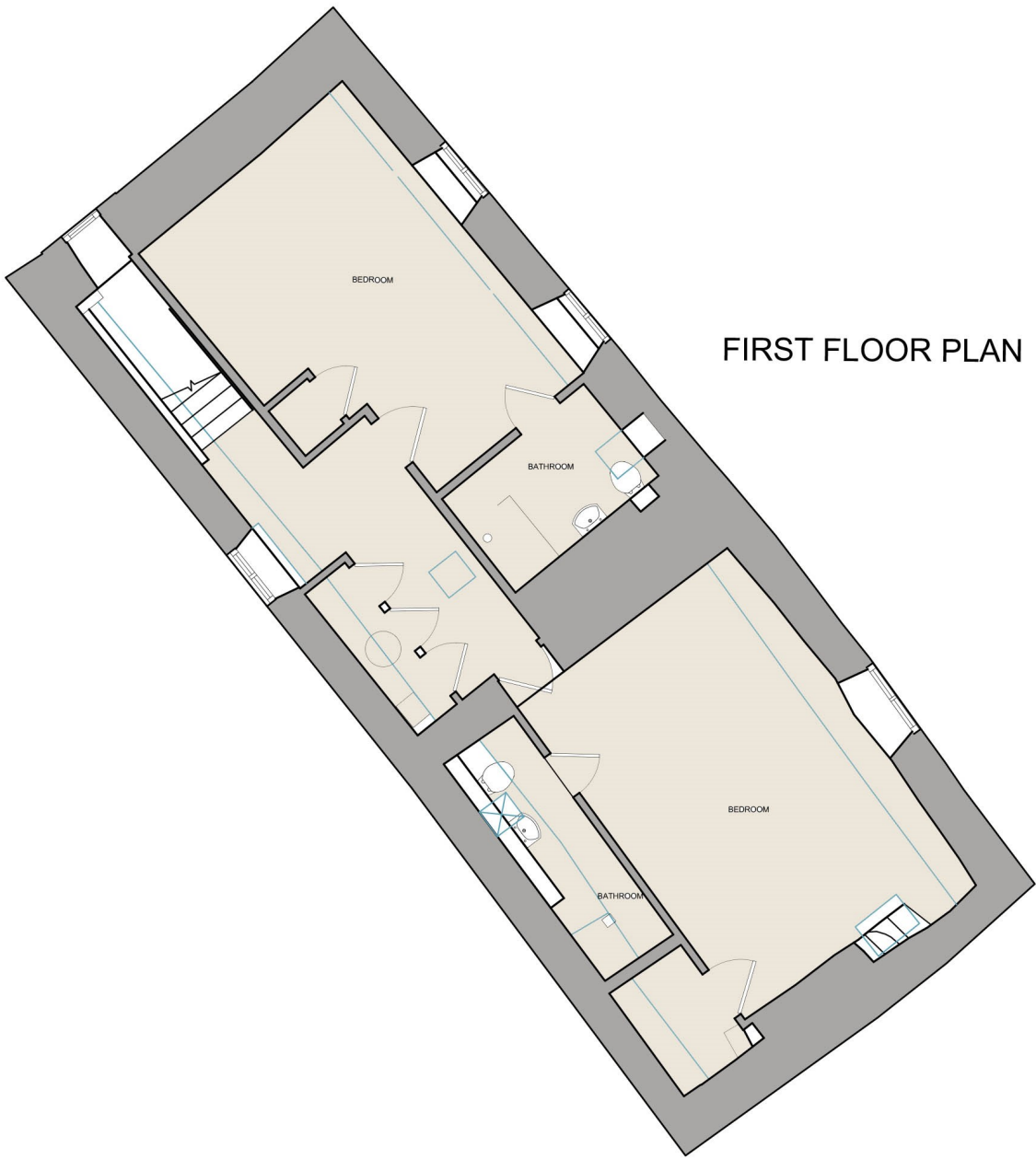


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HW
22/11/2022



Existing floor plans

MATHEWSON WATERS ARCHITECTS

1:100 @ A3

The Old Surgery
Crowle Road . Lambourn
Berkshire . RG17 8NR

enquiries@mw-architects.co.uk
www.mw-architects.co.uk

01488 73131

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22053.103

PROJECT

The Horseguards, Brokenborough

REVISION	DATE	AMENDMENTS
0	1	2
3	4	5m

SCALE BAR - 1:100

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