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Marketing Report

Nonsuch House and Estate
Westbrook
Bromham
Chippenham
Wiltshire
SN15 2ED

On behalf of the Boyce Group

9th February 2024



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1. Introduction

We have been instructed by Boyce Group to identify and report on the marketing which was undertaken for Nonsuch House and Estate and the outcome of this marketing.

2. Carter Jonas

Carter Jonas has been involved in the Estate for a number of years, managing the lettings and advising the owners regarding the property. Following this, Carter Jonas was instructed to sell the property. The sale of the estate was undertaken by David Hebditch, a Partner within the firm who is a Fellow of both the Royal Institute of Chartered Surveyors and the Central Association of Agricultural Valuers and has been practising in the area for over 30 years.

3. Background

Nonsuch House is situated outside of the village of Bromham off the A3102, approximately 7 miles south of Chippenham, Wiltshire.

The property was first marketed with 86 acres of estate and productive agricultural land, five further let properties, a stable yard, an office, and ancillary buildings. The principal property was described within the sales particulars as a spectacular William and Mary style, 9-bedroom, grade 2* listed former hunting lodge. The property lies within its own grounds which include an extensive open lawn to the south, a private walled garden, terrace, swimming pool and a tennis court as well as estate land comprising arable land, pastureland, and an ancient woodland.

The six additional properties were made up of four cottages, a flat and the east wing of the Nonsuch house. Five properties were let on Assured Shorthold Tenancies and one property was occupied under a service occupancy to a maintenance man. There were also additional outbuildings including within the sale.

The East Wing of the property was separated physically and from the Land Registry of the main house some time ago offering 3 bedrooms. This could have been reincorporated back into the main house.

The land situated immediately to the south of the principal property, offers a parkland-esque setting dominated by pastureland, rolling to a small area of woodland. The land directly to the north of Nonsuch House (across Westbrook Road) is high-quality arable land mainly used for vegetable production.

After the initial marketing period of 12 months, Carter Jonas was instructed to remove lot 2 extending to 27 acres from the sale leaving 59 acres of land to sell with the house.

Carter Jonas marketed the property for sale for 1 year and 9 months before exchanging contracts for the sale of the property. Below sets out the number of viewings which were undertaken on the property, any offers we received for the property and why any offers did not proceed.

4. General Building Condition at the time of sale

At the time of the sale of the Estate by Carter Jonas, the buildings were in a fair condition but in need of modernising. The main house was in a habitable condition but again required modernising and required regular upkeep.

The further buildings were in a fair condition but required regular upkeep.

Several of the buildings within the estate and their features are listed by Historic England, including Nonsuch House itself which is Grade II* listed. The garden and forecourt walls, the summerhouse, gate piers, the outbuildings and stable block are all Grade II listed.

5. Market condition

The market was buoyant when the property was first marketed in September 2019 and noted to be 'trundling along at a normal pace'.

At the beginning of 2020 there was a slight hint that there could be a major shock coming to the world economy which evolved in March 2020 as a result of the Covid pandemic. The first lockdown in March 2020 effectively shut the property market down for 2 to 3 months. On emergence from the first lockdown, there was a "race for space" pushing demand for rural living up, this was also increased by the low-interest rates which were implemented by central banks and a stamp duty holiday within the UK.

County Estates in the £2 million plus bracket saw a notable increase in values in 2021, especially in the Cotswolds and surrounding areas (Savills News, January 2022). Such increases were due to the rarity factor of these properties.

To note demand for properties of this type has fallen in recent months, along with most other property types. This is the result of several factors including lifestyle changes, a reduction in working from home and a significant increase in borrowing costs.

6. Marketing

Carter Jonas undertook a comprehensive and sustained marketing process on behalf of the vendors for 1 year and 9 months before exchanging contracts for the sale of the property. The marketing results set out the number of viewings undertaken of the property, feedback from people who viewed the property and how it progressed to sale with Carter Jonas.

The property was first put on the market in September 2019, the property was advertised on Carter Jonas's website, Rightmove, On the Market, Zoopla and within Carter Jonas's Bath and Mayfair offices and sent to Carter Jonas's extensive mailing list comprising of people looking for large rural properties within this area.

The Estate was marketed at an initial guide price of £3,900,000 which was derived from comparable evidence within the area and reflecting the market conditions at the time.

7. Marketing Results

Marketing Timeline.

- Market Appraisal undertaken- August 2019
- Instruction Received- August 2019
- Initial marketing period- September 2019 for 16 months
- Estate put under offer- December 2020 under the guide price of £3,900,000
- Re-marketing of the Estate- February 2021 with lot 2 removed
- Estate put under offer for 2nd time- March 2021 under the guide price of £3,500,000
- Date of exchange- July 2021

Expressions of interest

- Hits- circa 10,000
- Enquiries- 121
- Viewings- 22
- Offers received- 2

The above expressions of interest are in line with what is seen when selling other Estates of this nature. Landed Estates normally generate a lot of hits on websites due to curiosity, however, a significant proportion of these hits would not materialise into further action. The number of offers received for this property is typical for this type of property.

The enquiries for the Estate included but were not limited to people asking for a hard copy of the particulars, people wanting to know if it would be possible to split up the estate into multiple lots, how busy the road at the front of the property is, what income the properties generate and people wanting to arrange a viewing.

After undertaking viewings of the property, we received positive feedback such as *“there is good income potential from the estate as a whole”, “we can put our own stamp on the house”, “the estate is conveniently located for access to London, Bristol and Bath but in a secluded location”* and *“the house offers a lot of potential for several uses”*.

We also received negative feedback such as *“it would be too much of a project to make the house into a standard for our family home”, “there is too much road noise when in the property”, “the proximity of the footpath detracts from the house” “the upkeep of the house would be too much”* and *“the project would not be financially viable for our family home”*.

The estate was initially put to the market with a guide price of £3,900,000, which included 5 other properties and 86 acres. This went under offer in December 2020 after 16 months of marketing (this was affected by the Covid pandemic), this was below the guide price. This sale fell through due to 27 acres within lot 2 being removed from the sale.

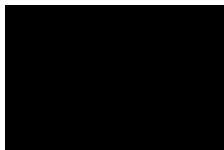
The property was relisted in February 2021 without the additional land at a guide price of £3,500,000 and went under offer again in March 2021 and exchanged in June 2021 at an amount below the guide price with land extending to 59 acres.

8. Conclusion

The above sets out how the estate was marketed by Carter Jonas from late 2019 until 2021 for 21 months before progressing to a sale of the estate, below the guide price. It sets out the background of how the property was marketed and feedback for people who viewed the property.

The marketing and subsequent sale of this property very much falls in line with the marketing and sale of other properties of a similar nature. However, the marketing was disrupted by the global Covid pandemic which at first stopped all viewings of properties, there was then a “race for space” which increased the desirability of rural properties.

It is viewed that these types of properties are, by their nature more difficult to sell than a run-of-the-mill detached house. This is due to there being a very limited market which is restricted to the very highest net-worth individuals or groups. This comes down to the initial purchase price but also the cost of the upkeep for this type of property. It may be viewed that it would be easier to sell estates in their component parts, however, this can detract from the value of the principal property.



George Tiley MRICS FAAV
Senior Surveyor
Email: 

Appendix 1- Sale Particulars



Nonsuch House

CHIPPENHAM, WILTSHIRE

Carter Jonas

NONSUCH HOUSE BROMHAM CHIPPENHAM WILTSHIRE SN15 2ED

**A small rural estate,
centred around a beautiful
William and Mary former
hunting lodge.**

An elegant Grade II* listed William and Mary house, enjoying wonderful views to the Marlborough Downs and Roundway beyond.

Six further let properties. Additional stable yard, office and ancillary buildings. Extensive open lawns, tennis court, private walled garden, terrace, and swimming pool.

South facing parkland with woodland beyond, additional land to the north.

Informal shoot.

In all about 86.78 acres

Available as a whole or in two lots.

Carter Jonas





PROPERTY

Nonsuch comprises a small rural estate centered around a beautiful William and Mary house, a property that was originally built as a hunting lodge, possibly as early as 1645. Over the years, a number of buildings within the stable block have been converted, the house divided and adjoining properties retained. Supporting the principal house are six further properties which provide rental income to the estate. Nonsuch still enjoys the benefit of a private stable yard and Lot 1 extends in all to 59.54 acres, which is predominantly parkland with small areas of amenity woodland lying along the southern boundary. A second lot of farmland comprising 27.24 acres lies to the west. Together, the land hosts an informal shoot.

86.78 ACRES

35.12 HECTARES

of parkland, farmland
and amenity woodland

LOCATION

Nonsuch is located off the A3102 Westbrook Road, just over 1 mile from the village of Bromham and a further 5 miles from the famous Natural Trust village of Lacock. Chippenham lies approximately 7 miles to the north with its main line rail service to London Paddington (approx. 75 mins). Bath lies approximately 16 miles west and J17 of the M4 is 9 miles to the north.

AMENITIES

The village of Bromham and both Devizes and Melksham offer an excellent range of day to day facilities. The National Trust village of Lacock offers public houses, cafes and a large garden centre with a farm shop. There are a number of exceptional schools within the surrounding area including St Margaret's and St Mary's at Calne, Dauntseys and Marlborough College, plus schools in Bath.

SPORTING

There are numerous sporting opportunities within the vicinity. Racing at Bath. Polo at Westonbirt and Cirencester. Water sports at the Cotswold Water Park. Bowood Hotel, Spa and Golf resort is also nearby.





“The property is ideal as a family home and well suited for entertaining”

HOUSE

Nonsuch House is a spectacular William and Mary Grade II* former Hunting Lodge that offers delightful formal accommodation appropriate to the listing. The property is ideal as a family home and well suited for entertaining. It is constructed of ashlar with stone slate hipped roof and ashlar stacks.

The house is approached through entrance gates off the A3102 to a courtyard and parking area.

The extensive accommodation comprises, on the ground floor, reception hall leading to the sitting room, drawing room, dining room, kitchen, utility/scullery and butler's pantry.

On the first floor there is a galleried landing, 5 double bedrooms, single bedroom, study, shower room and two family bathrooms.

On the second floor, there are three further bedrooms (one used as playroom and the other as a store) and two attic rooms with potential for conversion to further bedrooms.

Traditional wine cellars lie below the ground floor. Throughout the house there are numerous period features including beautiful fireplaces, panelling, mouldings and a fine stamped Spanish leather wall covering in the hall.

Nonsuch House lies within its own grounds which include an extensive open lawn to the south, private walled garden to the east with further large gardens and terrace to one side.

EAST WING

Sometime ago the east wing of the house was separated and provides additional accommodation on the ground floor of kitchen, sitting room, dining room and bathroom and on the first floor, 3 bedrooms and a bathroom. The east wing could easily be reincorporated into the principal house if so required.





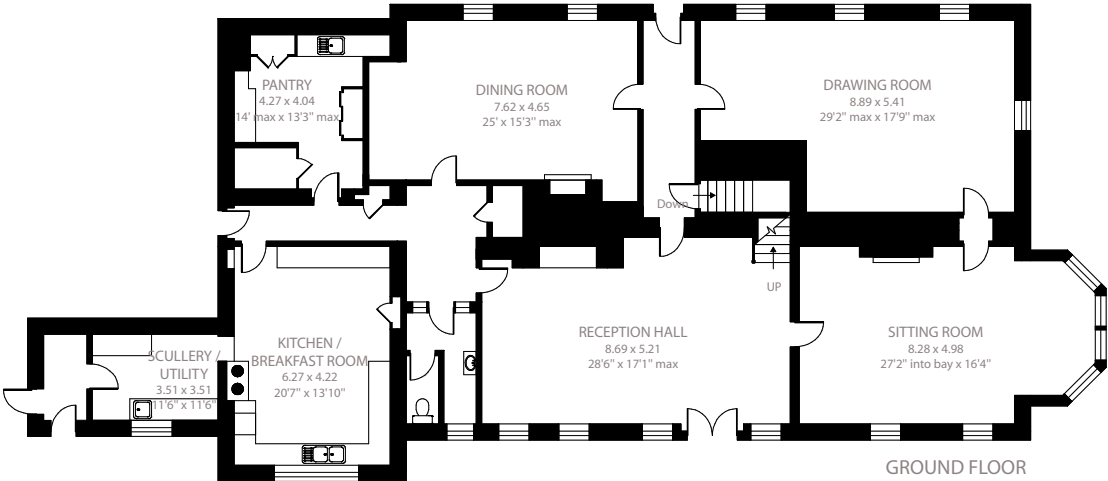
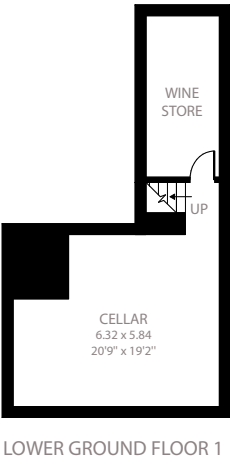
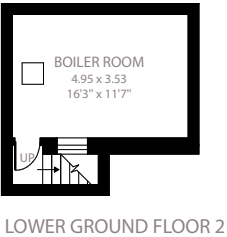
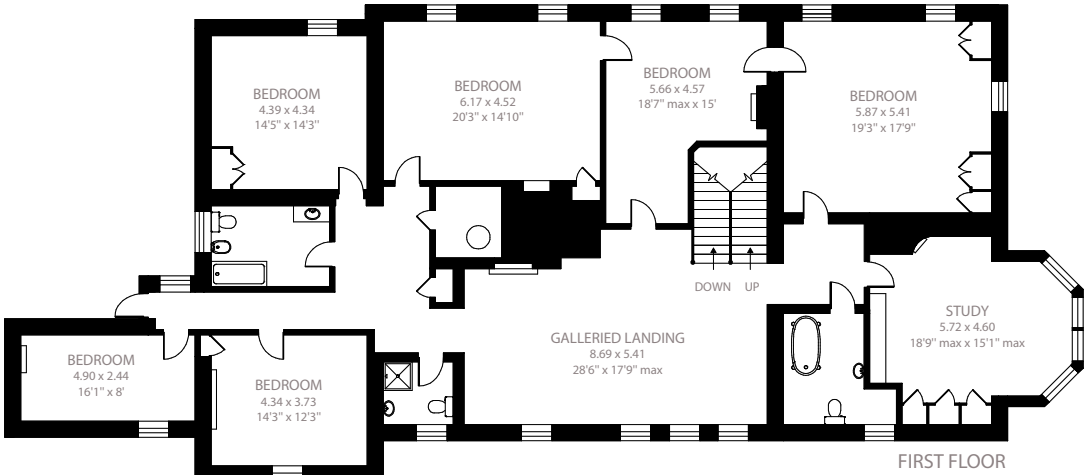
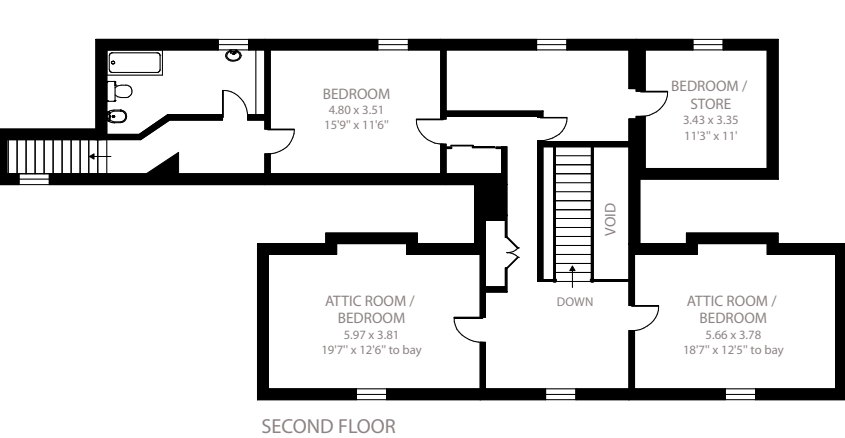




FLOOR PLAN

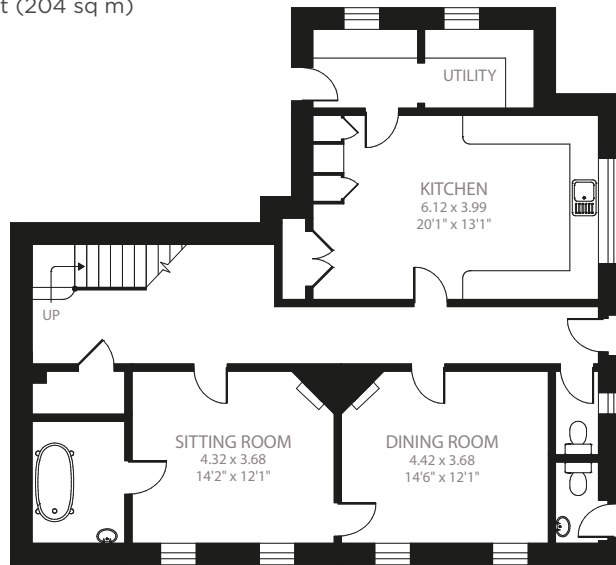
NONSUCH HOUSE

Approximate gross internal area:
8,144 sq ft (756.6 sq m) (Excludes Void)

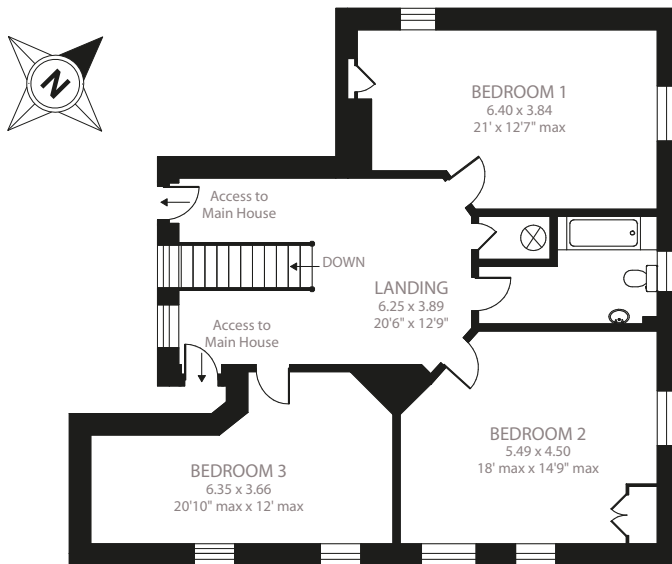


EAST WING

2,198 sq ft (204 sq m)



GROUND FLOOR



FIRST FLOOR







STABLE END

A two bedroom cottage offering accommodation on the ground floor of hall, sitting room, dining room and kitchen and on the first floor two double bedrooms and bathroom.

STABLE FLAT

A one bedroom flat recently refurbished offering accommodation of kitchen, sitting room, double bedroom and bathroom.

FLOOR PLAN

STABLE END

1,013 sq ft (94.1 sq m)

(Excludes Restricted Head Height)

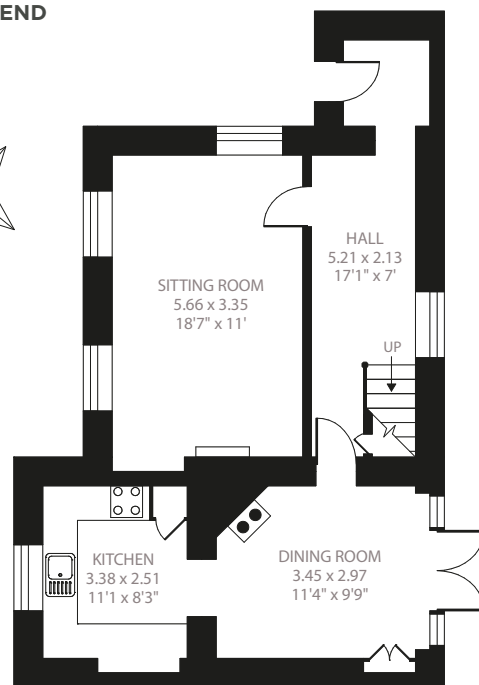
STABLE FLAT

813 sq ft (75.5 sq m)

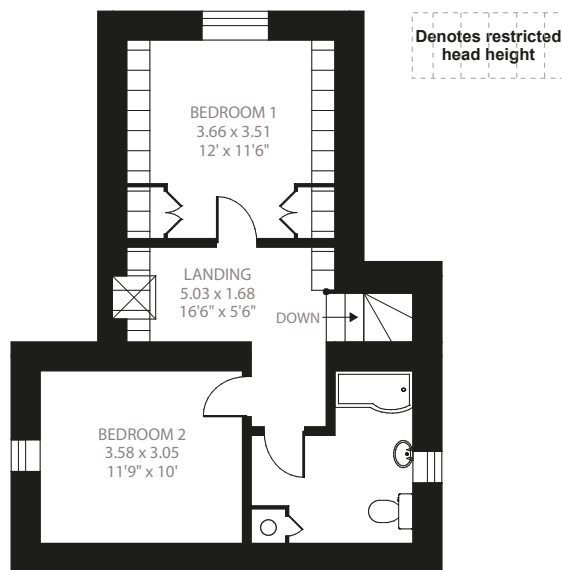
(Excludes Restricted Head Height)



STABLE END

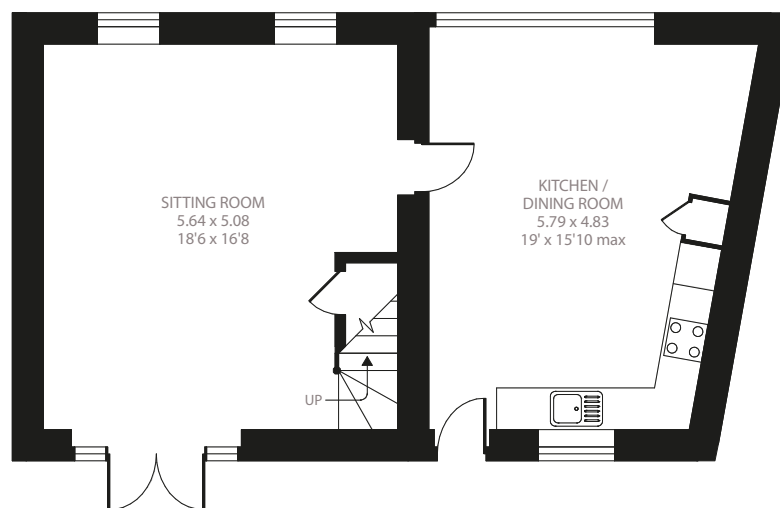


GROUND FLOOR



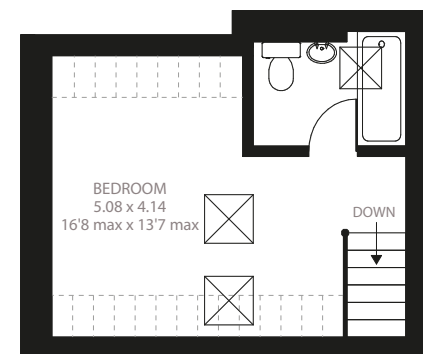
FIRST FLOOR

Denotes restricted
head height



GROUND FLOOR

STABLE FLAT



FIRST FLOOR

For illustrative purposes only - not to scale.
The position & size of doors, windows, appliances and
other features are approximate only.

GATE COTTAGE

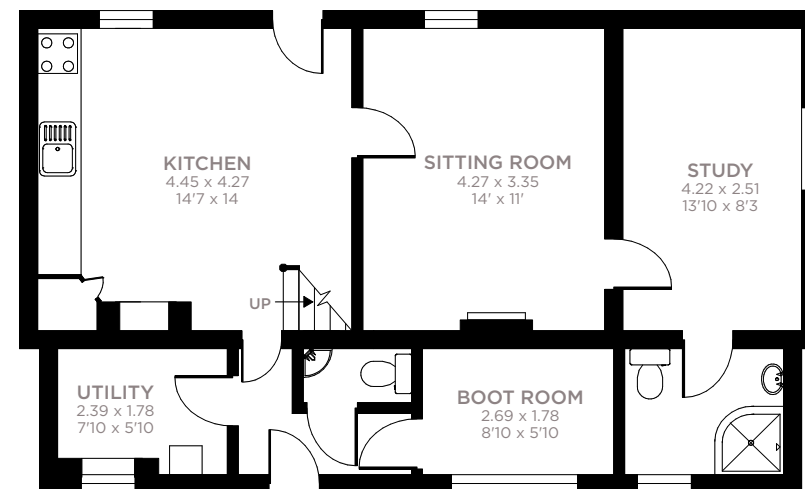
Offers accommodation on the ground floor of kitchen, sitting room, study, bathroom, boot room and utility room. On the first floor two bedrooms and bathroom.

FLOOR PLAN

GATE COTTAGE

1,083 sq ft (100.6 sq m)

For illustrative purposes only - not to scale.
The position & size of doors, windows, appliances and other features are approximate only.



GROUND FLOOR



FIRST FLOOR





GROUND FLOOR

FLOOR PLAN

THE BUNGALOW

1,040 sq ft (96.6 sq m)

For illustrative purposes only - not to scale.
The position & size of doors, windows, appliances
and other features are approximate only.

THE BUNGALOW

A two bedroom property offering
accommodation of sitting room, kitchen,
dining room, cloakroom and a bathroom.



DENBANK

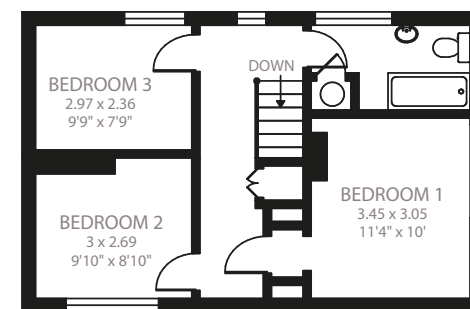
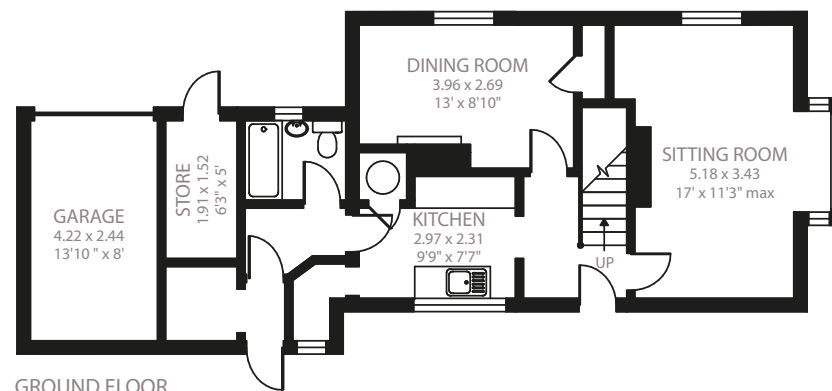
Located to the west of the park, an attractive detached cottage enjoying southerly views offering accommodation on the ground floor of sitting room, dining room, kitchen, bathroom and store. On the first floor three double bedrooms and a bathroom.

FLOOR PLAN

DENBANK

1,234 sq ft (114.6 sq m)

For illustrative purposes only - not to scale.
The position & size of doors, windows, appliances and other features are approximate only.



BUILDINGS

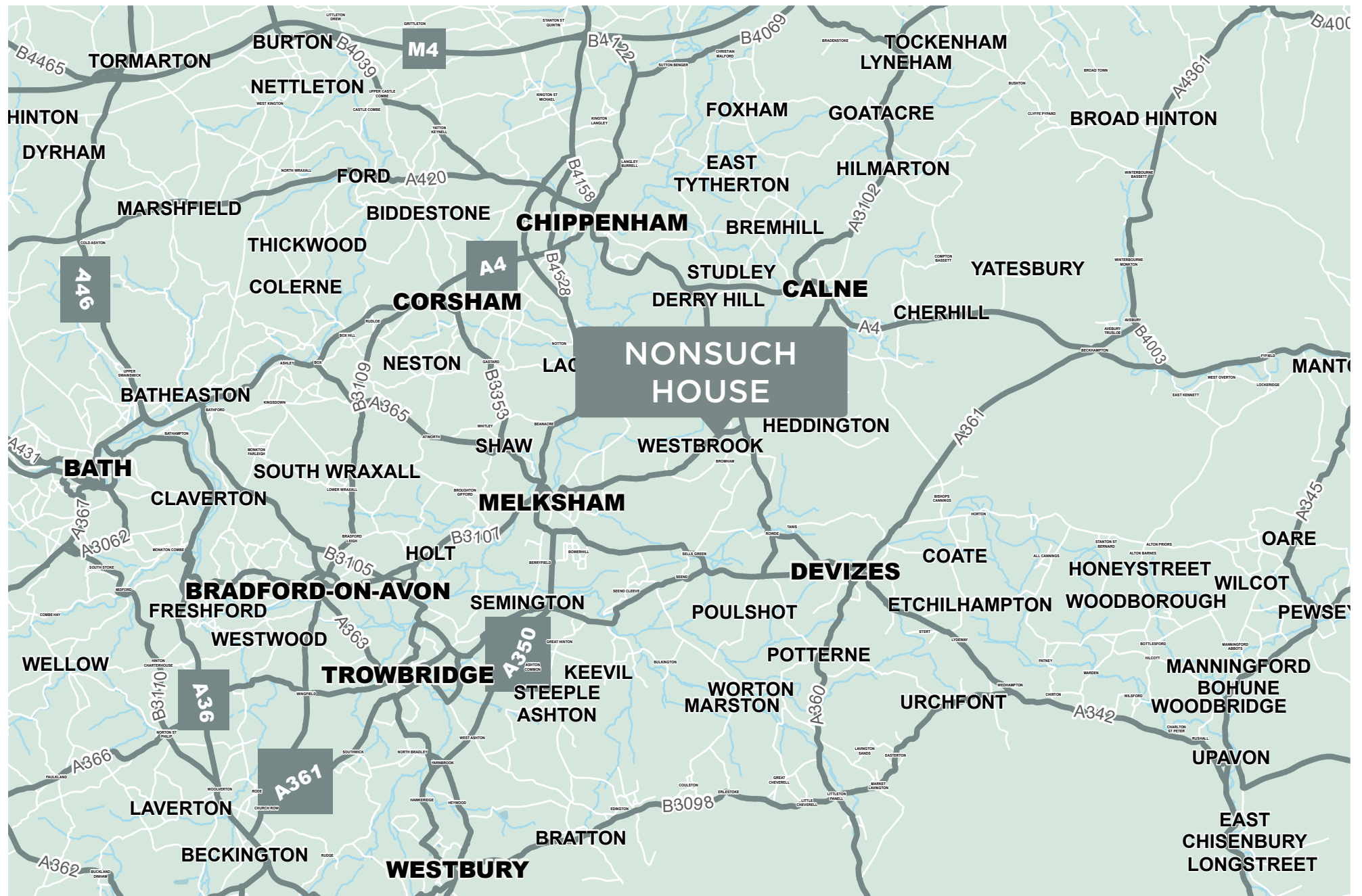
Located adjoining the house and with separate access off the council road there is a stable yard providing garaging, tack rooms, office and nine boxes. Beyond there is a traditional barn and a small range of agricultural buildings.

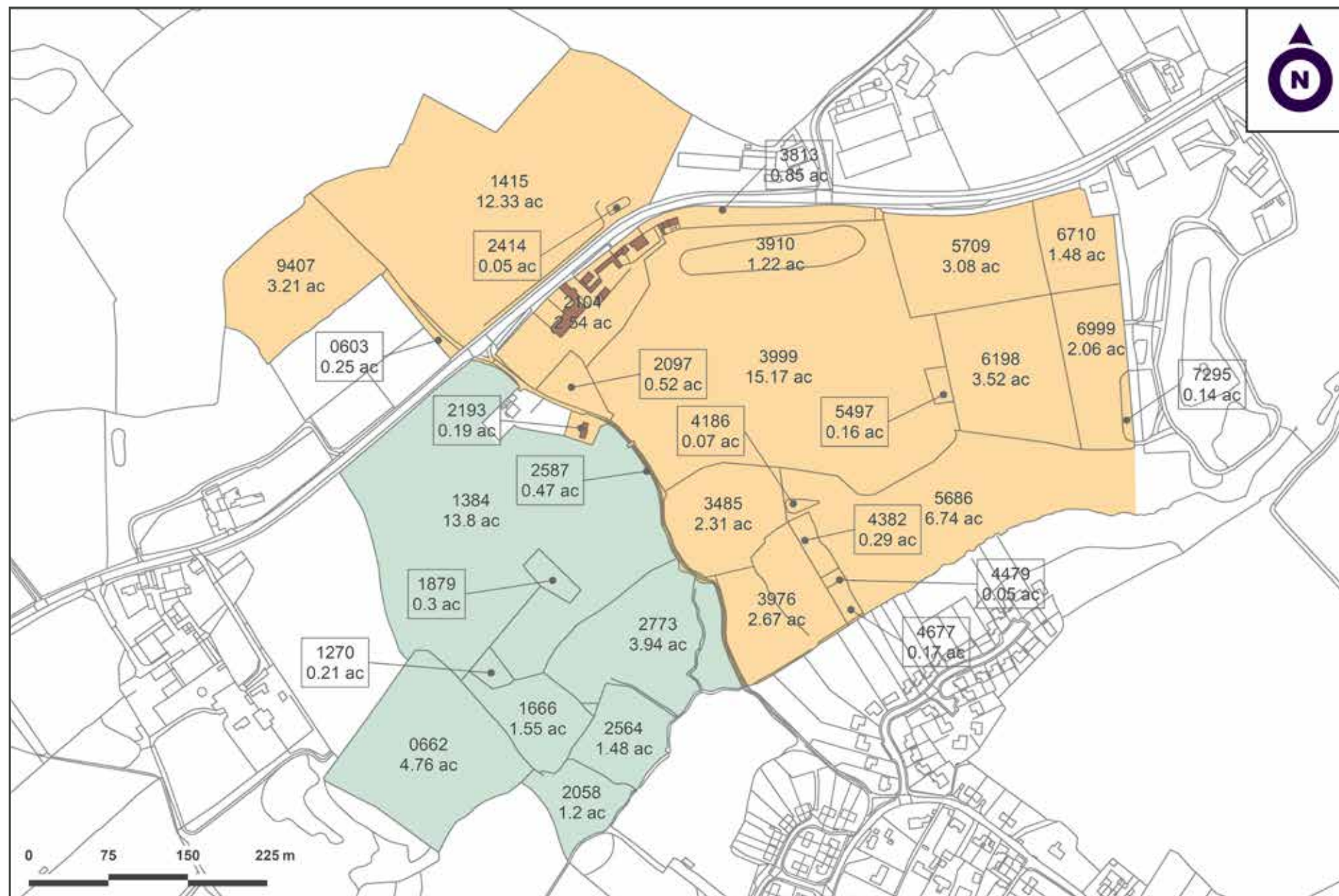


LAND

The land lies to the north and south of the house. To the south there is an extensive enclosure offering a parkland setting which in turn leads to small areas of amenity woodland and paddocks, all running to a stream on the southern boundary. There are additional good quality arable fields located to the north of the house, used for vegetable production. In total, Lot 1 extends to 59.54 acres. A second lot of land comprising 27.24 acres lies to the west and is divided into 5 pasture enclosures with an additional area of amenity woodland. The land offers the house privacy, amenity and an opportunity to develop equestrian, sporting or other agricultural interests.







LAND PLAN

- LOT 1
- LOT 2

METHOD OF SALE

The property is offered for sale as a whole or in two lots by private treaty.

TENURE & POSESSION

The property is freehold and vacant possession of Nonsuch House will be given upon completion. The majority of the cottages are let on Assured Shorthold Tenancies with The Bungalow occupied under a service occupancy. Occupation of the land is by way of informal seasonal agreements and a shoot hold an informal annual licence over the woodland.

LISTING STATUS

Nonsuch House is listed Grade II*. The garden walls and summerhouse, forecourt walls and gate peers, stable block and outbuildings at Nonsuch House are listed Grade II.

SERVICES

Nonsuch House and The East Wing are serviced by a private water supply. The remainder of the dwellings are serviced by mains water. All of the properties are serviced by mains electricity and private drainage systems. The house is serviced by an oil fired central heating system.

WAYLEAVES EASEMENTS & RIGHTS OF WAY

The property is sold subject to and with the benefit of all rights including rights of way, whether public or private, light, sport, drainage, water and electricity supplies and other rights and obligations, easements and quasi-easements and restrictive covenants and all existing proposed wayleaves for masts, pylons, stays, cables, drains, water and gas and other pipes whether referred to in these particulars or not.

HEALTH & SAFETY

Potential purchasers are requested to take particular care when inspecting the property. Potential purchasers are requested to wear supportive footwear for viewings, and are advised to be conscious of potentially uneven, steep and slippery ground surfaces.

EPC RATING(S)

Property	EPC Rating
Nonsuch House	N/A
East Wing	F
Stable End	F
Stable Flat	D
Gate Cottage	F
The Bungalow	C
Denbank	E

LOCAL AUTHORITIES

Wiltshire Council
www.wiltshire.gov.uk

VIEWINGS

Viewings are strictly by appointment with the vendor's agents, Carter Jonas, David Hebditch (01823 428590 or Bath office (01225 747270).

DIRECTIONS

From London and the east leave the M4 at Junction 14. Follow the A4 through Hungerford and Marlborough to Calne. In Calne turn left onto the A3102 signposted to Melksham. After approximately 3 miles at the T junction turn left towards Devizes then almost immediately take 2nd right A3102 to Melksham by farm shop on corner. Nonsuch house will be found after approximately a third of a mile on the left hand side of the road.

From Chippenham follow the A4 towards Calne and Marlborough. After approximately 2 miles turn right onto the A342 uphill towards Devizes and Derry Hill. Continue through village of Sandy Lane. After approximately one mile turn right by the farm shop onto the A3102, signed Melksham.

Nonsuch house will be found after approximately a third of a mile on the left hand side of the road.



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IMPORTANT INFORMATION

These particulars are for general information purposes only and do not represent an offer of contract or part of one. Carter Jonas has made every attempt to ensure that the particulars and other information provided are as accurate as possible and are not intended to amount to advice on which you should rely as being factually accurate. You should not assume that the property has all necessary planning, building regulations or other consents and Carter Jonas have not tested any services, facilities or equipment. Any measurements and distances given are approximate only. Purchasers must satisfy themselves of all of the aforementioned by independent inspection or otherwise. Although we make reasonable efforts to update our information, neither Carter Jonas LLP nor anyone in its employment or acting on its behalf makes any representations warranties or guarantees, whether express or implied, in relation to the property, or that the content in these particulars is accurate, complete or up to date. Our images only represent part of the property as it appeared at the time they were taken. If you require further information please contact us.



Carter Jonas

Appendix 2- Lot Plan

