



Marketing of land within the Higher Standen Strategic Site, Clitheroe

29 November 2023

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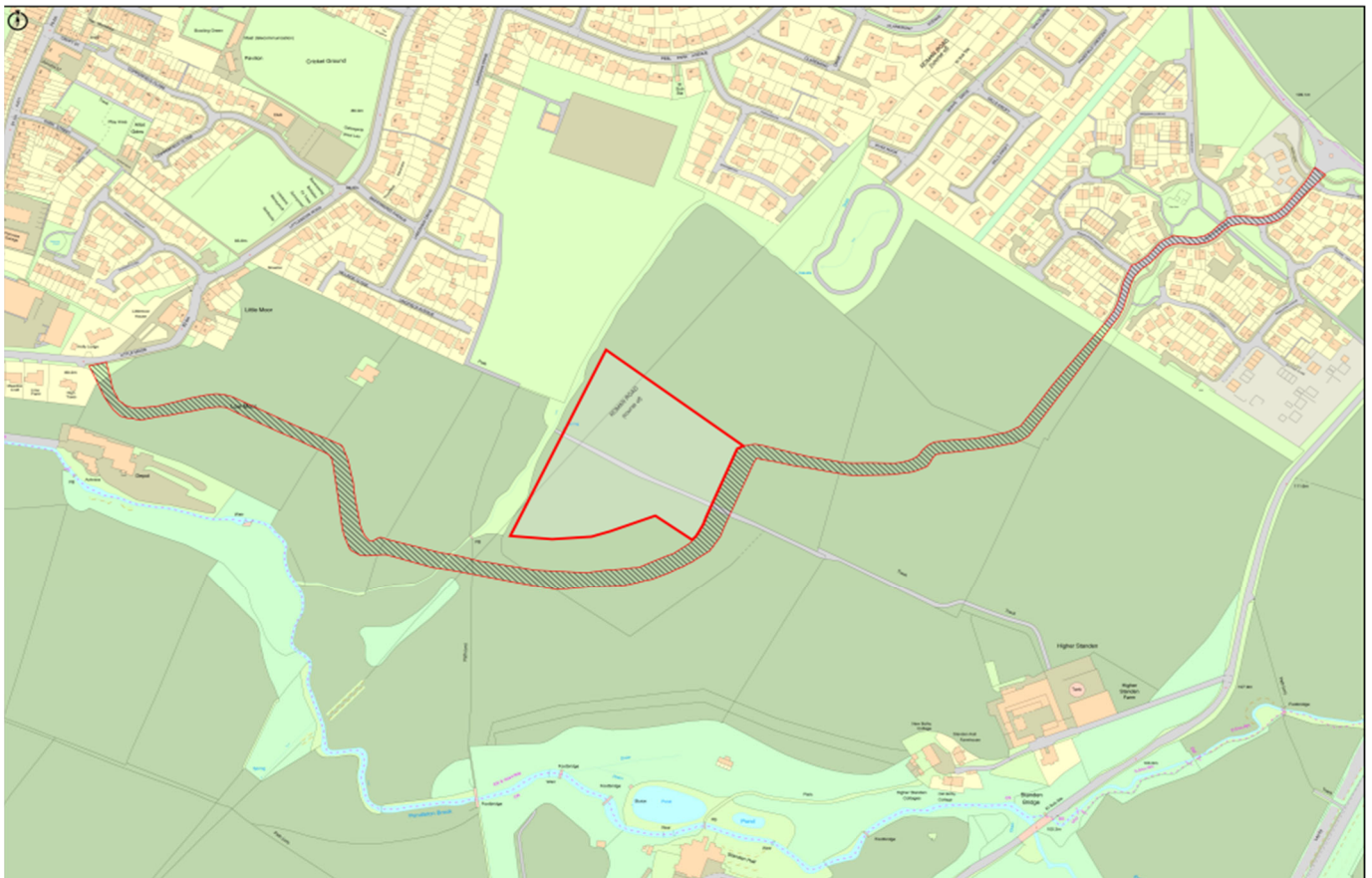
For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This report describes the marketing process of land known as the Employment Site, off Pendle Road in Clitheroe. The site forms part of a larger development site which includes the following;

- Recently completed residential units
- Further phases of residential development
- A new school
- A site to be developed as a care home
- A site designated for retail development

1.2 The plan below shows the Employment Site and its location in relation to the access road for the overall development site.



2. Description of the Employment Site

- 2.1 The Employment Site measures 5.56 acres (2.25 hectares) of undeveloped land. It sits within an area which comprises extensive new residential development and a new primary school. Further areas of residential development, retirement living, a local centre, and this Employment 'zone' have been granted planning permission. A current full planning application for a residential care home within the retirement living area will be determined soon.
- 2.2 The overall tone of the area is therefore a predominantly residential neighbourhood. Part of this is a road through the residential neighbourhood which serves the entire site. While the subject site will in due course (subject to the residential developer complying with its obligations) benefit from an access to an adopted highway, this is not currently the case.
- 2.3 Once development of the full site is complete, the Employment Site will have a road frontage to an adopted residential street and will sit among a predominantly residential use.

3. Planning

- 3.1 All proposed development at the site derives from an outline planning permission secured in 2014 (planning permission 3/2012/0942). An application to vary the conditions of that planning permission was made in 2015 and was approved in 2016.
- 3.2 The planning permission provided for the following;
- 1,040 residential units
 - 0.8 hectares of retirement living
 - 0.5 hectares of local retail, service and community facilities (then Use Classes A1 to A4, B1 and D1)
 - 2.25 hectares for employment (then Use Class B1) up to a maximum floorspace of 5,575 sq m. It is this site which is the subject of the marketing exercise described in this report.
- 3.3 Due to the commencement and delivery of some of the residential units, this element of the consent has been implemented and remains extant.
- 3.4 However, the planning permission for some other aspects of the site (including the Employment development) expired on 17th April 2022. Subsequent changes to national planning policy have the potential to broaden the range of possible uses of the site.

4. Marketing Activity

- 4.1 Avison Young were instructed in the summer of 2022 to market the site, and marketing activity commenced in the autumn of 2022. This period was chosen in order to avoid marketing during the summer holidays, when fewer interested parties may be working.
- 4.2 AY recommended a wide ranging marketing approach which combined direct targeting of parties on AY's database, with broader adverts in national property press and online property websites. The activity is summarised below.

Activity	Date
Property Week press advertisement – printed edition	02/09/22
Website listings – Avison Young, Zoopla, EG Property, Radius	02/09/22 – October 2023
Direct e-mailshot to 659 parties on Avison Young developer and occupier database	02/09/22

- 4.3 A copy of the press advertisement and the particulars are appended to this report. All parties contacted via the e-mailshot were provided with a copy of the particulars. Costs of £1,160 + VAT were incurred in photography, brochure design and press advertisements.
- 4.4 At this stage, offers were not requested, but expressions of interest were sought. It was made clear that offers could be submitted for either the whole of the site, or part only. From this, we intended to concentrate efforts on soliciting offers from a shortlist of interested parties.

Response to Marketing

- 4.5 The response to the marketing was as follows;
- **338** website hits/ views of e-mailshot particulars
 - **34** email enquiries received
- 4.6 We consider this to be a reasonable rate of return, taking into account the nature of the site and the number of parties contacted.
- 4.7 AY allowed a two month period following the commencement of marketing, before undertaking an assessment of interest and considering next steps. This was only done once the initial peak of enquiries had passed and it was apparent that no further significant interest was likely to come forward.
- 4.8 It was clear that much of the interest in the site was in respect of uses which were outside the lapsed planning permission i.e. parties were seeking sites for residential, retirement living and care home developments, rather than for 'employment' uses.
- 4.9 Early feedback from potentially interested parties noted the absence of main road prominence, and the location directly adjacent to residential development as being significant obstacles to delivery of employment uses.
- 4.10 Further comments identified the absence of site investigation data and costs. This would have resulted in less certainty in financial offers, should any offers be submitted.
- 4.11 It was therefore possible to focus on the 34 parties which had expressed an interest and to narrow down this list to those parties with a proposed use which was compliant with planning considerations. We did this by phone calls and conversations with the 34 parties, in order to develop an understanding of their interest.
- 4.12 This resulted in a shortlist of 11 parties (a combination of agents and developers) who had expressed an interest for an appropriate development use.

- 4.13 We subsequently recommended to the landowner that offers be sought for the site, in order to bring the process to a conclusion.

Request for Offers

- 4.14 We issued a request for final offers by 16th June 2023 to those parties who had expressed an interest, along with all parties on AY's database. In order to verify whether offers were realistic, well-researched and capable of delivery, we requested the following information be submitted along with offers;
- Details of proposed use, the scale of development and the development programme/ timing
 - Stated conditions eg planning, board approval
 - Source of funds
 - Track record of development
 - Land value, timing of payment and assumptions made in respect of site conditions
- 4.15 In addition to the written notification of a closing date to a large number of parties, we followed this up with targeting contact of the 11 shortlisted parties to discuss their proposals and to encourage the submission of offers.
- 4.16 As the deadline approached, it became apparent that a number of parties were reluctant to pursue their interest further, and at the deadline date no offers were submitted. From our dialogue with interested parties, we were able to collate feedback on the reasons for this, which is summarised below;
- Primary reason - the lack of prominence of the site from a main road.
 - Primary reason - the micro-location adjacent to residential development, accessed via an estate road for a housing development, was considered unsuitable for employment development.
 - Primary reason - presence of other, preferable, sites in the vicinity.
 - Secondary reason - uncertainty over the delivery of the access road (reliance on a third party for construction).
 - Secondary reason - absence of detailed site information and costs.

5. Summary

- 5.1 The site was widely marketed by Avison Young during the autumn of 2022. The marketing included national property press, online listings on multiple sites and direct contact with a database of over 650 parties.
- 5.2 Professional photography and particulars were produced to provide information on the site, the planning considerations and the nature of development in the immediate area. A two stage marketing process was adopted, with the initial stage requesting expressions of interest. The website/online particulars generated over 330 hits, which resulted in email enquiries from 34 parties.
- 5.3 Many enquiries were for development uses which were different to the use envisaged in the 2014 planning permission (which lapsed in 2022).
- 5.4 A request for offers was widely circulated and this was followed up with attempts to directly contact all parties which had expressed an interest for a use which was appropriate for the site.
- 5.5 No offers were submitted by the closing date and a number of reasons for this were cited by developers. Based on the market feedback obtained during this process, it is our opinion that the site exhibits weak market demand from developers and occupiers for an employment use.

Appendix I

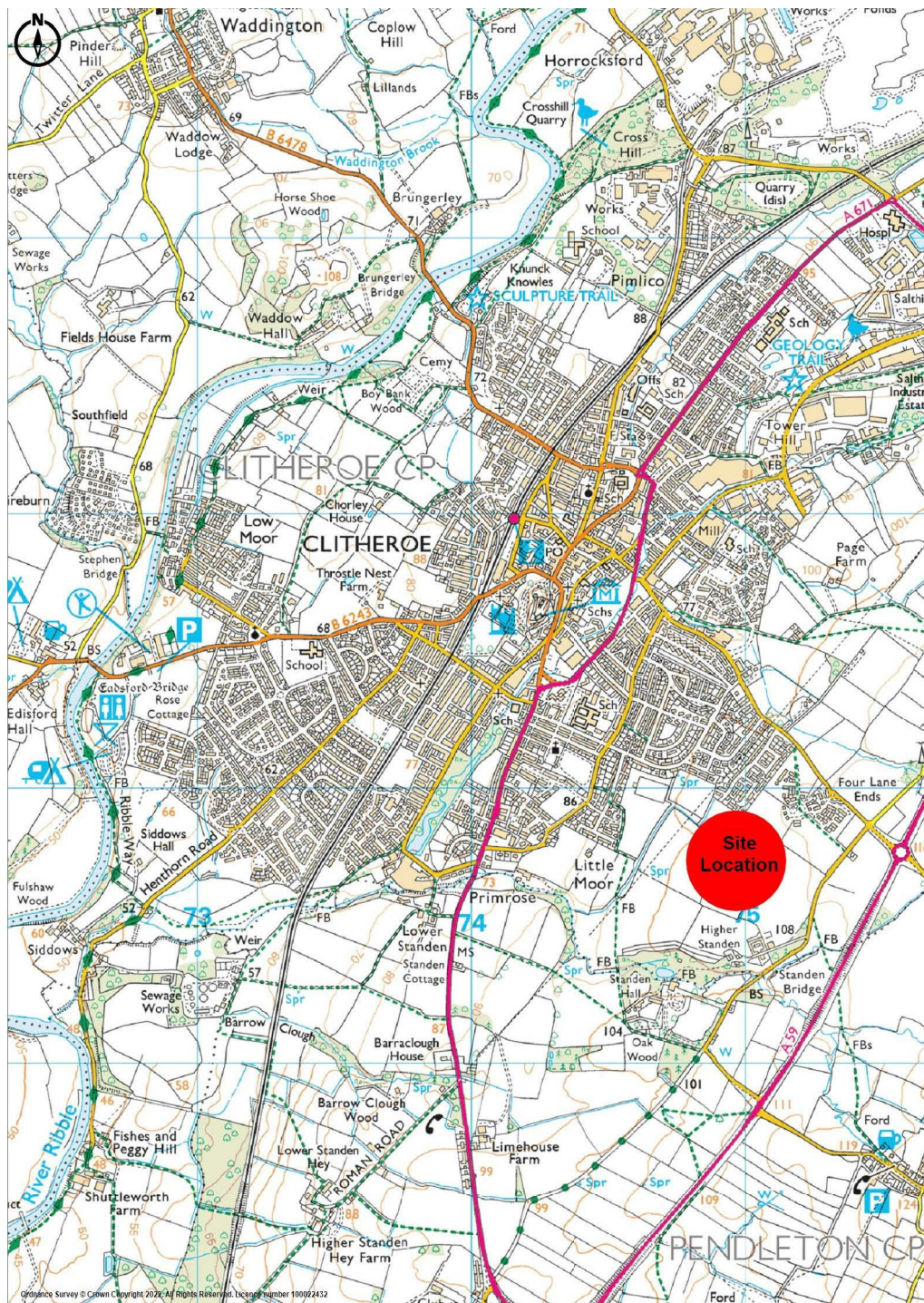
Marketing



- **Site suitable for employment uses**
- **2.25 hectares (5.56 acres)**
- **Maximum permitted development 5,575 sq m**
- **Forms part of a development site which includes residential and ancillary retail**

Location

Clitheroe town centre is approximately 1 mile to the north west of the site. The site is to the south of Pendle Road, which links the A59 with the town centre. The subject site is accessed from Pendle Road via a new access road which is currently under construction and which will be complete in Q4 2022.



Promap
LANDMARK INFORMATION

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Plotted Scale - 1:25000. Paper Size - A4

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Description

The site forms part of a larger development site which was granted outline planning consent for the following:

- Residential – 1,040 homes
- Retirement living – 0.8 hectares
- Ancillary retail – 0.5 hectares
- Employment – 2.25 hectares up to a maximum permitted development of 5,575 sq m (60,008 sq ft)



Future phases of
residential

Initial phases of
residential

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Planning

The planning permissions affecting the subject sites expired on 17 April 2022. We are advised that the consents remain of relevance as the local planning authority are likely to require the remaining parts of the development to be completed in line with the lapsed consents. The site sits within Ribble Valley Borough Council's Strategic Site as per the currently adopted plan.

Site Information

The purchaser will be afforded the opportunity to undertake their own investigations in relation to the site. There is currently limited site information in respect of ground conditions. Utilities will run along the route of the spine road, to the site boundary.

Expressions of Interest

Expressions of interest should be submitted to andrea.rothwell@avisonyoung.com by **midday on Friday 9 December 2022**.



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For Sale

Employment site, adjacent to Pendle Road, Clitheroe



- 2.25 hectares (5.56 acres)
- Forms part of a development site which includes residential and ancillary retail

Get more information

Andrea Rothwell

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AVISON YOUNG

For Sale

Land adjacent to Pendle Road,
Clitheroe, Lancashire



Employment Site Opportunity

- **Freehold** interest for sale
- Site area approximately **2.25 hectares (5.56 acres)** with **outline planning consent**
- Forms part of a development site which includes residential and ancillary retail
- Expressions of interest to be submitted by **12 noon on Friday 9 December 2022**

Brochure

Website

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