

Peter Lawson

From: Jody Williams [JodyWilliams@myddeltonmajor.co.uk] on behalf of Dean Speer [DeanSpeer@myddeltonmajor.co.uk]
Sent: 21 November 2005 16:36
To: Peter Lawson
Subject: Former Church, Charles Road, Durrington
Attachments: Queen of Heaven Pars.pdf; Mail Merge Letter 21.02.05.doc; Letter to D & B Facades 18.07.05.doc; Letter from Durrington Parish Council.pdf

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Dear Peter

Further to our meeting at Salisbury District Council's Planning Office, I am pleased to provide further information about the marketing that was undertaken of this site.

When the previous planning application for redevelopment of the site was refused at the beginning of this year, my firm was instructed by the Clifton Diocese to re-market the property to attract another purchaser. We implemented the following marketing plan:-

1. Particulars

Marketing particulars were prepared in our standard commercial form offering the property for sale with the potential for alternative uses. A copy of our marketing particulars are attached.

2. Mailing

Particulars were circulated to the following:-

- i) 45 selected applicants from our mailing list covering office, retail, leisure and other uses such as childcare and vets, etc.
- ii) Particulars were circulated to all property agents within the SP, BH and SO postcodes.
- iii) Particulars were circulated to all previous enquiries from our earlier marketing of the property.
- iv) Particulars were circulated, together with a letter (copy enclosed) to a range of local organisations ranging from the County and District Council, Parish Council and community groups through to Girl Guides, Vets, Medical Practitioners. Details were also sent to the Primary Care Trust.

3. Advertising

The property was advertised in the local press on the following occasions:-

3 March 2005.

4. Boards

New marketing boards were fixed on the exterior of the property.

5. Web-Sites

Details of the property were included on the following web-sites:-

- i) Myddelton & Major's own web-site within the commercial and residential pages.
- ii) Salisburybusinessspace.com, a local property listings database.
- iii) EGProperlylink.com, a national property listings database.

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6. **Other Promotion**

Details were forwarded to Great Western Enterprise for inclusion on their inward investment database.

Marketing continued fully until terms were agreed with D & B Facades UK Ltd for a sale of the premises on 9 March 2005 and through to completion on 11 April 2005.

Following completion of the transaction we have been aware of D & B Facades' intention to redevelop the property, we have had a standing brief to explore any enquiries that evolve from our presence in the market for office accommodation within the vicinity. This led to discussions and negotiations with Wiltshire County Council in May 2005, who expressed interest to relocate their Youth Service Facility to this location.

Following several inspections and further discussions, the County Council concluded that the premises would not be suitable due to its proximity to the residential properties nearby, for this community type use, as their intention to relocate was to relieve pressure caused by disturbance from their facility to other nearby residences (see copy of enclosed letter dated 18 July to Peter Hillyard in this respect).

My firm was instructed to contact Durrington Parish Council to establish whether they had any requirement for a community facility and I attach a letter from them dated 29 September 2005 confirming they have no such need.

I trust this information is sufficient for your purposes. If you require any further assistance, please let me know.

Yours sincerely

D A Speer MRICS

<<Queen of Heaven Pars.pdf>> <<Mail Merge Letter 21.02.05.doc>> <<Letter to D & B Facades 18.07.05.doc>> <<Letter from Durrington Parish Council.pdf>>

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