

Caverswall Castle

Health & Wellbeing Spa Retreat

Sales Marketing History

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Caverswall Castle's Sales Marketing History; 2007-present

Caverswall Castle has been on the market continuously since 2007, after the current owner completed an extensive restoration programme.

As detailed in the following précis, the castle has been heavily promoted with a variety of agents through a multiplicity of avenues over many years.

However, despite being one of the most heavily marketed properties in history there are no still serious buyers interested in domestic use and Caverswall Castle remains up for sale.



Sotheby's are the latest agent to market the castle.

Sotheby's

INTERNATIONAL REALTY

Blythe Bridge Road Other England, England ST119EA
United Kingdom



STAFFORDSHIRE

They have promoted Caverswall since February 2015, and have successfully generated interest in the property, but as yet no offers. In their marketing statement Sotheby's state:

"In the nine months since launching Caverswall Castle, Sotheby's have introduced four applicants who viewed. All the applicants were interested from a commercial perspective. Caverswall has been consistently in the top 10 of most viewed properties on Rightmove and other websites such as Bloomberg, Financial Times and Sotheby's International sites.

Advertising: Caverswall Castle has been featured in several glossy magazines, national broadsheet newspapers. Sotheby's marketing department have not had to work as hard as usual in order to generate publicity, we instead received significantly more requests for information from around the world from property magazines, websites, film location companies, websites and television producers than for any other property, possibly for all Sotheby's Realty properties put together.

With 18 bedrooms, vast reception areas and basement accommodation (including a dungeon) it would be surprising to generate enquiries from single families and in fact we have had almost no interest from any individuals except those from history buffs requesting a hard copy of the brochure. The utility and running costs for a family would be exceptionally high in comparison with a similar size family home.

Another significant issue with the castle is the location, Stoke-on-Trent is not known as an area to invest in high value properties as homes.

The other mitigating factor is the Grade-I listing which again requires enormous commitment of time and money to adhere to the responsibilities demanded of such important historic properties.

The ratio of enquiries for hotel or wedding venue use to private family home use is 99 to 1 and most commercial enquirers were dissuaded from viewing when they learnt of the historic planning difficulties."

“..The ratio of enquiries for hotel or wedding venue use to private family home use is 99 to 1 and most commercial enquirers were dissuaded from viewing when they learnt of the historic planning difficulties.”

Sotheby's International Realty



Strutt and Parker are a national estate agency with specialist country house division. They marketed the property from March 2011-December 2012. Like Sotheby's they too successfully generated interest in the property (eight viewings) but no firm offers were made. They state:

“Despite extensive local, national and international marketing since 2011, we have received no significant interest in the house as a residential dwelling due to the scale and likely upkeep of the property.

While we have fielded a large number of enquiries regarding the property for commercial use, these parties have been deterred from taking their interest forward by the well documented planning history.”

“...we have received no significant interest in the house as a residential dwelling due to the scale and likely upkeep of the property...”

Strutt & Parker

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Buy yourself a castle (moat included)

Article

Caverswall Castle



From 2007-2011 Caverswall was marketed for sale with these three global estate agencies. During this time five viewings took place. All five parties were seeking to use the castle commercially, but were concerned about the current (underdetermined) planning status.

“..I am quite sure that the best option for you is to explore the commercial one with the castle and that some form of function/events/holiday lets venue is the sort of operation you need to aim for.”

Knight Frank

Blythe Bridge Road, Caverswall, Staffordshire,
 ST11

Caverswall, England

PROPERTY OVERVIEW

Tools   



Letting Potential

Local independent estate agents James Du Pavey, Butters John Bee, and international agency Frank Knight appraised the castle as rental accommodation. Caverswall was not considered to be a viable rental property by any of these agents.



Further to our recent conversation following my visit to Caverswall Castle, I must reiterate my concerns regarding marketing the property on the standard rental market.

The property is unusual not only in its striking appearance but in its layout and sheer size. Put simply I feel it will not be appealing to a client looking to rent as a single dwelling, no matter the budget of the client in question. Due to the layout, the viability of living in the castle as a single residence is questionable, even for the largest of families who love to entertain!

With a property such as Caverswall Castle, in the immediate locality, I see the only viable clients being potential corporate clients such as large employers within the area who invite employees for long periods of time to travel long distances who may appreciate a catered and comfortable lifestyle whilst they are here. However, the size of the property may still be off-putting as the company would be incurring substantial running costs and may not have the necessary numbers to fill all the rooms.

I would never say never, but in my opinion, the possibility of renting Caverswall Castle on a short hold tenancy term is minimal. Indeed it would lend itself much better to a commercial or semi commercial building and if was able to run as such, your options for sale or let would be hugely enhanced."

“...the possibility of renting Caverswall Castle on a short hold tenancy term is minimal. Indeed it would lend itself much better to a commercial or semi commercial building and if was able to run as such, your options for sale or let would be hugely enhanced.”

James Du Pavey



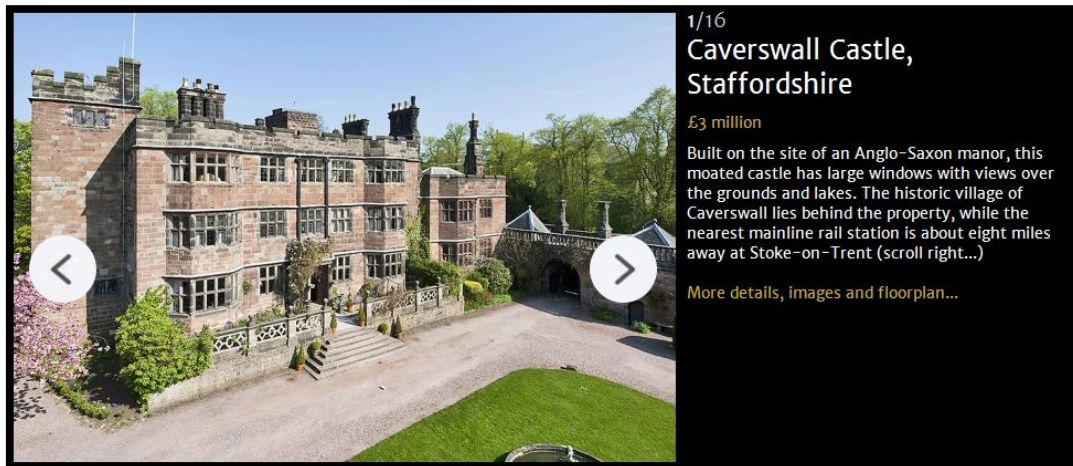
“A potential rental value of £7,000 - £8,000 per calendar month, (and even £14,000 PCM) have been muted in the past. However, having carefully considered all the issues, and got a feel for the property at first hand, I feel that even the lower figure would be unattainable even for the wealthiest and largest of families - this is just not, in this day and age, a family home. My candid thought are that, if advertised, it may attract the interest of a sect who may wish to use it as some kind of commune - which would be something unwritable into the terms of an AST.

Further again to our conversations; this is a stunningly unique property but I feel that its value for rental potential is affected greatly by 'over extensive' degree of accommodation and the lack of facilities normally associated with a property of such standing i.e. garaging and indoor swimming facilities etc. It lends itself to a much more prestigious and commercial enterprise which would need to be carefully managed in order to conform to the listed status and to be empathetic to its equally unique setting.”

“...this is just not, in this day and age, a family home...”

Butters John Bee

Homes&Property



sure that I can help you on the rentals side with Caverswall Castle. It is a very unusual property for the professional advice and marketing that you have received from other firms to date. On the sales side, I know that in the past you have met colleagues of mine too, and so I am not sure that there is anything more they can offer you in the way of help at the moment.”

“I am afraid that I am not sure that I can help you on the rentals side with Caverswall Castle. It is a very unusual property...”

Knight Frank

FOR SALE: £3million Caverswall Castle

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Caverswall Castle

Sales Marketing History Summary

In eight years of an all-encompassing high profile marketing drive across diverse media, with a heavy online presence, this property has had no serious offer.

Daily Mail

Lock yourself in your own dungeon for £3million: Castle with moat, turrets and 20 bedrooms goes on sale... but you'll have to spend £12,000 a year on gas and electricity

- Caverswall Castle near in Stoke-on-Trent dates back to 1275
- Rooms adorned with furniture dating from Jacobean and Georgian eras
- Comes with tapestries and suits of armour which can be bought separately



The Sentinel

Fancy owning Caverswall Castle? Grade I listed building on the market for a cool £3 million

By The Sentinel | Posted: March 12, 2014

By MICHELLE CHOW



FOR SALE: Caverswall Castle is on the market for £3m.

Business sale REPORT

Caverswall Castle: £3m for sale flag hoisted

Thu, 13 Mar 2014
By Hanna Sharpe

A Grade I-listed castle in Staffordshire has come onto the market for £3 million.

Caverswall Castle is at present one of the most expensive buildings for sale in Staffordshire – second only to a Burton mansion that is for sale at £4 million.

Estate agency Strutt and Parker is handling the marketing of the castle, which was bought by owner Robin MacDonald in 2006 for £2 million.



18 bed detached house for sale Guide price **£3,000,000 (£164/sq. ft)**

Bythe Bridge Road, Caverswall, Stoke-On-Trent ST11

Plot 18 **£3,275 sq. ft**

Property details Floorplan Map & nearby Street view Area stats Local info



MONEYWEEK

The UK's best-selling financial magazine



Caverswall Castle, Caverswall, Staffordshire. This restored Grade I-listed castle has a tower, walls and turrets dating back to 1275 and was rebuilt as a Jacobean mansion in 1625. It has stained-glass windows, stone fireplaces and a library. 8 bed suites, 6 further beds, 4 receps

The Telegraph

HOME > FINANCE > PROPERTY > PROPERTY PICTURE GALLERIES

Caverswall Castle for sale for £3 million



Grade-I listed Caverswall Castle, near Stoke-on-Trent, Staffordshire, is on the market for £3 million.

MEDIEVALISTS.NET

WHERE THE MIDDLE AGES BEGIN

Castle for Sale in England: Caverswall Castle

MARCH 12, 2014 BY MEDIEVALISTS.NET

Caverswall Castle

Staffordshire, England
Asking Price: £3,000,000

Dating back to the 13th century, Caverswall Castle comes with a moat and a dungeon.



Forbes

APR 12, 2015 @ 10:18 AM 2,679 VIEWS

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CAVERSWALL CASTLE



arabian
Business.com



Certainly among the most alluring and impressive castles on the market is Caverswall Castle of Staffordshire, in England's western Midlands. Dating to the early seventeenth century, this formidable castle has seven luxurious suites, six bedrooms and 13 bathrooms, and a price tag of nearly \$5m.

msn
Money



The consensus amongst the estate agencies is that the scale of the castle does not lend itself to a private dwelling house; it is too big, in the wrong area, the specialist Grade-I maintenance too costly, and the location too remote from the capital to appeal as a residential home.

There has been significant interest in purchasing the castle for commercial enterprise however; prospective buyers are discouraged by the problematic previous planning history and lack of any commercial planning permission at this time.

The current enforcement notice preventing a wide variety of uses is also killing any interest in the property and until the Castle achieves a commercial use it will continue to be locked in a catch 22 of decline and neglect, leading to further and increasing costs in the future to rectify (if possible) the damages caused.

It seems without a commercial use the castle is actually unsaleable. Unless this is now resolved then subdivision, like with many historic properties, is the next step for the future of the Castle.