

# **Marketing Report**

**On**

**The Building  
At  
Barnslee Farm  
Rushton Spencer  
Macclesfield  
Cheshire  
SK11 0QZ**

**Prepared By  
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**Date of Report: 5<sup>th</sup> November 2015**

## **INSTRUCTIONS**

We have been requested to produce a report which sets out the range of marketing which has been undertaken on the Building at Barnslee Farm, Rushton Spencer, Macclesfield, Cheshire, SK11 0QZ.

## **DESCRIPTION**

The property comprises a range of two storey stone and tiled buildings including which have been formally used for the housing of livestock and the storage of fodder. The range of buildings are further detailed on the plan attached which gives an indication of size and layout.

The buildings are no longer suitable for modern day agriculture for a variety of reasons. The buildings do not lend themselves to modern farm equipment and machinery which need bigger doorways and greater head height. The buildings are also unsuitable from a animal health perspective. Modern, well ventilated portal frame buildings offer much better livestock accommodation than traditional stone buildings such as these. Modern farm buildings offer better health and growth performance for cattle and are also safer and healthier for farm workers. The lack of natural light in traditional stone buildings is also a significant disadvantage.

## **MARKETING**

The property has been on the market since 13<sup>th</sup> May 2015, both for sale or let.

Set out below are details of the adverts placed in the newspapers:-

19 <sup>th</sup> May 2015	Leek Post & Times
1 <sup>st</sup> June 2015	Leek Post & Times
16 <sup>th</sup> June 2015	Leek Post & Times
29 <sup>th</sup> June 2015	Leek Post & Times
13 <sup>th</sup> July 2015	Leek Post & Times
11 <sup>th</sup> August 2015	Leek Post & Times
17 <sup>th</sup> August 2015	Leek Post & Times
25 <sup>th</sup> August 2015	Leek Post & Times
31 <sup>st</sup> August 2015	Leek Post & Times
21 <sup>st</sup> September 2015	Leek Post & Times

Details of the property have also been made available at Leek Cattle Market, and in our office window, prominently positioned on Derby Street, Leek. The property has also been listed on our website [www.grahamwatkins.co.uk](http://www.grahamwatkins.co.uk), on [www.zoopla.co.uk](http://www.zoopla.co.uk) and [www.rightmove.co.uk](http://www.rightmove.co.uk) and also on affiliated sites which are national databases and very widely used.

The property particulars have also been sent out to all potential interested parties on our mailing list. We do get a number of enquiries from potential business users looking for suitable premises and details of this property have been given to numerous people.

## **LEVEL OF INTEREST**

Despite the extensive marketing of the property over the past six months the property has only received one viewing for use as a commercial premises. This did not result in an offer or any further enquiries from the viewer in respect of the property.

The other various enquiries were put off by the extent of the work required and location of the property for commercial operations. As was advised at the outset of marketing, the lack of interest is in keeping with other similar buildings which are available for commercial purposes, which cannot compete against other purpose built, modern units in much better locations and with better access.

### **SUMMARY/CONCLUSION**

As has been demonstrated by the marketing campaign there is not a viable commercial opportunity for the Buildings at Barnslee Farm. The lack of natural light and ventilation in these buildings makes many potential commercial uses impossible without significant alteration and investment, which is not viable for commercial uses. Furthermore the buildings are in a poor location meaning that any investment is likely to be unrewarded given the abundance of modern and better located alternatives.

In order to find a viable use for the property we would strongly recommend a residential use. This would allow viable investment in the property with an end use which has strong demand in this location, which would allow for the buildings to be maintained and enhanced.

Signed .....

**Graham Watkins & Co  
Chartered Surveyors & Valuers  
69 Derby Street  
Leek  
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ST13 6JL**

Appendix 1 – Copy of sales/lettings details.