Daniel & Hulme

MARKET APPRAISAL

for

THE ESTATE OFFICE
247-249 LEEK ROAD
ENDON
STAFFORDSHIRE

****

09/01023/FUL 20 OCT 2009 - SM

INSTRUCTIONS:

We are instructed by Mr Alan Morris to provide an Appraisal of the marketing campaign carried out with regard to the proposed disposal of the property in the period February 2008 to date.

This report is intended to accompany an application to Staffordshire Moorlands District Council for change of use of the premises from offices to residential.

DESCRIPTION:

The building is of two bedroom proportions, being constructed in brick under a tile roof, having been purpose built as an Estate Office and dwelling house. The accommodation has been used in recent years as five Offices adjoining the car parking area with the former dwelling house comprising Living Room, Dining Room and Kitchen with two first floor rooms. To the west of the building is a tarmacadam car parking area which extends to the rear of the property. The frontage to Endon Road comprises lawns at either side of a pedestrian access.

LOCATION:

The property is set back from the main A53 which links the Potteries with Leek and is approached over a private drive serving a number of residences. The building was part of the early ribbon development of the village with a former bank premises and a public house being of old standing with post first world war residential development on the opposite side of the road. The village of Endon has expanded in an easterly direction, in various phases, culminating in the surrounding area being completely built-up by the 1970s.

LOCAL SERVICES:

Within walking distance of the property are local primary and secondary schools with retail services at Station Road, ½ a mile distant.

Daniel & Hulme

The Estate Office, 247-249 Leek Road, Endon;

HISTORY:

The property was purpose built for the Land Agency firm of E Heaton & Sons in 1896, to be the base of a semi-national Land Agency business. Originally half of the house was occupied by employees of the business. There were a very limited number of clients that visited the premises and the car parking use was confined to employees only. To my certain knowledge, in the last thirty years, the premises has been occupied by no more than three full-time employees.

MARKETING:

The property was first advertised by E Heaton & Sons, as occupiers on the 14th February 2008 in the Staffordshire Evening Sentinel, copy invoice and advert enclosed, with two insertions in that paper between February and June 2008 and one advertisement in Staffordshire Life. Sale particulars were prepared and made available for prospective purchasers, copy enclosed.

In March 2009 Daniel & Hulme were instructed to market the premises as a conversion project with a declaration that an application had been sought for conversion to residential use. The property was advertised in the Evening Sentinel and Leek Post & Times on four occasions between 20th May and 29th July, together with presence upon the internet through the web sites of Daniel & Hulme and Right Moves, adverts and particulars enclosed. Since February 2008 there have been 2 For Sale boards on the property.

RESPONSE:

Advertising over the period has resulted in 9 viewings, of which 4 were interested in commercial use. Of these viewings no party has been forthcoming who was capable of using the entire premises for office use.

SUMMARY:

The village of Endon has not been an area of high demand for office use. There is a small retail cluster on Station Road which supports a Dentist Surgery, Day Nursery and Retail. In the last fifteen years the office use alongside, at the former Nat West Bank sub-branch transferred to Solicitors and has now ceased, with no discernible pressure for such use in any positions between Stockton Brook and Leek.

The property has been for sale for nineteen months as Offices, which has not resulted in any potential purchaser seeking accommodation of this size, or any investor seeking a property to let out. The existing use is not dependent upon the position within the village and therefore its loss would not deprive the area of any indigenous capacity. Furthermore, any intensification of use would be incompatible in the existing residential location.

In our opinion there is no prospect of this property finding an Office user in the foreseeable future.

09/01023/FUL 20 OCT 2009

Daniel & Hulme

The Estate Office, 247-249 Leek Road, Endon;

Signed: .....

Daniel & Hulme

66 Derby Street
Leek
Staffs
ST13 5AJ

Dated: **3rd September 2009**

09/01023/FUL 20 OCT 2009 - SM