Short Marketing Report

In respect of

Engine Lane Farm
58 Engine Lane Close
Shafton
Barnsley
South Yorkshire
S72 8QY

For

Michael Townsend
Planning and Development Consultants
10 Rishworth Street
Wakefield
WF1 3BY

On behalf of

Mr. M. Archer

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Dated: 12th February 2019

WILBYS
CHARTERED SURVEYORS
6A Eastgate
Barnsley
South Yorkshire
S70 2EP

Introduction

The following marketing report has been produced on behalf of the applicant in respect of his application to remove condition 4 from the original planning approval (B/90/0376/HR) for the property known as Engine Lane Farm, 58 Engine Lane Close, Shafton, Barnsley.

The property was placed on the market on the 18th July 2017 and has been actively marketed for a period of over 18 months. This report summarises the marketing strategy and provides details on the interest received during that period.

Background

On the 13th February 1991, planning was granted for the erection of a detached dwelling at Engine Lane Farm, 58 Engine Lane Close, Shafton, Barnsley. The stone built bungalow and ranges of farmbuildings stand within approximately 2.61 acres of land and is quietly situated at the end of a private driveway off Engine Lane Close. Planning was granted subject to a number of conditions, one which imposed the following:-

(Condition 4)

> "The occupation of the dwelling shall be limited to a person solely or mainly working, or last working, in the locality in agriculture or forestry, or a widow or widower of such a person, and to any resident dependents."

At the time of the grant of approval, our client was operating a profitable calf rearing business from the site which consisted of a static caravan and ranges of farmbuildings.

Our client had reared livestock on the property originally on a part time basis before being developed into a business utilising redundancy monies from the coal mining industry. The business operated successfully until our client's retirement in 1997 at which point he ceased trading. Since the cessation of the business, the viability of an agricultural operation at Engine Lane Farm is at best limited.

Since his retirement over 20 years ago, our client has looked after the property however in his advanced years has found this difficult to do and as a result he has decided to offer Engine Lane Farm to the open market. Advice was sought from Wilbys Chartered Surveyors, whose agricultural department are specialists in this field having dealt with the sales of many properties with similar occupancy restrictions. Following the advice given, Wilbys were then instructed to offer the property for sale on the open market as of the 18th July 2017.

Marketing Campaign

In order to reach as wide an audience as possible a comprehensive marketing campaign was commenced and included advertising in specialist publications. This was to target those people who would be able to satisfy the condition. Advertising was carried out on a local, regional and national level through various marketing platforms, consisting of:-

Online

- www.wilbys.net - Wilbys Chartered Surveyors website
- www.rightmove.co.uk - UK's largest property portal
- www.onthemarket.com - Third biggest UK residential property portal
- www.yorkshirepost.co.uk/property - when advertised in Yorkshire Post

Screenshots of web advertisements are shown in appendix 2.

Publications

- Barnsley Chronicle - local
- Yorkshire Post - regional
- Farmers Guardian - national

Dates and copies of the adverts are shown in appendix 3.

Onsite

A Wilbys for sale board was erected at Engine Lane Farm for the duration of the marketing campaign in order to attract any potential buyers passing the property as well as helping parties to locate the property when viewing.

Sales Particulars

An in-house brochure was prepared to provide interested parties with the property details including photographs, site plans and information relating to the Agricultural Occupancy Condition. The brochure has been available to download from www.wilbys.net, www.rightmove.co.uk and www.onthemarket.com, with digital and hard copies sent via email and post respectively.

A copy of the sales particulars is attached in appendix 1.

Office Display

The property has been displayed in our office since it was first marketed and is aimed at attracting the attention of any parties passing by our office on Eastgate, Barnsley.

A photograph of the display is attached in appendix 4.

Guide Price

Initially the property was advertised at 'offers invited in the region of £300,000' however this was changed to 'offers invited' in the hope of attracting suitable buyers. During the marketing period, the property has generated a high level of interest although a majority of this interest has been mainly from those unable to satisfy the occupancy condition.

Interest

The agricultural and smallholding market has seen a revival over the last 18 months and even though there have been signs that the market is slowing, Engine Lane Farm has generated a lot of interest. This has been aided by offering the property for sale during the peak spring/summer months.

As stated earlier in this report, properties with occupancy conditions are often more difficult to sell due to the limited number of people able to comply with the restriction and as shown in appendix 6, out of the 61 enquiries received about Engine Lane Farm, only 2 provided an indication they were able to comply with the condition to a satisfactory level.

A majority of enquiries received have been from those seeking an explanation of the agricultural occupancy condition and what conditions must be satisfied. Our agricultural department provided details and advised all enquiries to contact Barnsley Council for clarification.

During the marketing we received several offers, details of which are shown below:-

Interested Party	Offer	Comment
1. October / November 2017	1st Offer - £275,000 2nd Offer - £290,000 3rd Offer - £300,000	The first offer received was rejected as it was considered to be below the market value of the property. A second offer was then submitted at a time when offers by another party (see below) were being considered. The third and final offer was subject to the sale of their own property and a mortgage approval. Mortgage providers are reluctant to lend on properties subject to occupancy restriction and as no proof of funding was submitted the offer was rejected.
2. November / December 2017	1st Offer - £250,000 2nd Offer - £300,000	The first offer received was rejected as it was considered to be below the market value of the property. A second offer made was subject to the sale of the purchaser's own property, which was being acquired as part of a residential development scheme. Funding would be provided once an approval of the development site had been issued. A decision was anticipated in early 2018 however no contact has been received.
3. February 2018	1st Offer - £260,000	The offer received was rejected as the interested party stated he would be able to satisfy the occupancy condition however was unable to provide suitable evidence when requested and provided no indication of funding.
4. March 2018	1st Offer - £270,000	The offer received was rejected as the interested party stated they would be able to satisfy the occupancy condition however were unable to provide suitable evidence when requested.

Current Position

To date, the property has been offered for sale on the open market for over 18 months and has generated a lot of interest however this has primarily been from those who are either unfamiliar and or unable to satisfy the occupancy condition. Since July 2017, we have not received any offers either from those able to comply with the condition or in a position to proceed, therefore the property continues to be marketed.

Whilst agricultural land prices have improved over recent years with many looking to take advantage of the associated tax reliefs; the sector remains cautious due to the uncertainty of BREXIT. This has a huge impact on the agricultural industry including commodity prices, import/export and subsidies to name but a few. Such uncertainty has placed heavy pressures on farmers especially those with limited land.

Conclusion

Since being placed on the open market in July 2017, Engine Lane Farm has been subject to a specialised marketing campaign, utilising various advertising platforms with a view to reaching a wide audience. Due to the agricultural occupancy restriction, specialist regional and national publications where advertised in, specifically targeting those able to comply with the condition.

Over the course of the last 18 months, several offers have been made however based on the information detailed previously in this report, none have been accepted. Although the property continues to be marketed there has been little interest from those able to comply and it is unlikely this will change within the foreseeable future. Due to changes in the agricultural industry arising over the period since the original planning approval, we consider it extremely unlikely that Engine Lane Farm could be re-established as an agricultural operation on a viable basis. It is therefore our opinion that if the agricultural occupancy condition remains then there is little prospect of the property being sold.



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D.T.A. Scourfield, MRICS, FAAV
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Appendices

1. **Property Brochure**

2. **Online Advertising**

   2.1. Wilbys Chartered Surveyors - www.wilbys.net

   2.2. Rightmove - www.rightmove.co.uk

   2.3. OnTheMarket - www.onthemarket.com

   2.4. Yorkshire Post - www.yorkshirepost.co.uk

3. **Publication Advertising**

   3.1. Barnsley Chronicle

   3.2. Yorkshire Post
      3.2.1. Country Week Supplement
      3.2.2. Country Week Supplement
      3.2.3. Online Billboard

   3.3. Farmers Guardian

4. **In-house Display**

5. **Marketing Reports**

   5.1. Wilbys Chartered Surveyors
   5.2. Rightmove
   5.3. OnTheMarket

6. **Enquiries**