

Bunford Park, Yeovil

Economic and Enabling Statement

indigo.

Bunford Park, Yeovil
Economic and Enabling Statement
June 2017

Indigo

indigo.

Aldermay House
10-15 Queen Street
London EC4N 1TX

T 020 3949 2500
E info@indigoplanning.com
W indigoplanning.com

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Appendices

Appendix 1

Bunford Park, Yeovil – Commercial Property Market
Overview – by Chesters Commercial (June 2017)

1. Executive summary

Purpose

- 1.1. Indigo has prepared this Economic and Enabling Statement to support a planning application to South Somerset District Council by Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd for a mixed-use development on land at Bunford Park, Bunford Lane in Yeovil.
- 1.2. The purpose of the statement is as follows:
 - To explain the **significance of Bunford Park** as a key employment location;
 - To demonstrate the **strategic economic potential of Bunford Park** as a major employment hub, including the economic benefits from the first phase of development;
 - To consider the **challenges** to unlocking the economic potential of Bunford Park; and
 - To describe the **enabling role of the food store** in delivering Bunford Park.

Economic conditions in Yeovil

- 1.3. Yeovil plays a significant economic role in Somerset and is an important economic driver of South Somerset, generating £1.5 billion of added value (GVA) to the local economy in 2007. The town also contributes to the national economy, as it is one of the most important aerospace engineering locations in the UK.
- 1.4. Yeovil contains almost half of the jobs within the district and 16% of Somerset's total employment, despite being home to just over a quarter of the South Somerset population. However, the town is highly dependent on a small number of major employers. The local economy requires diversification to ensure the creation of a wider employment base.

Policy context

- 1.5. The South Somerset Local Plan (2015) states that a total of 3,948 jobs should be encouraged within Yeovil Town in the plan period, 2,408 of which should be B Use.
- 1.6. There is a longstanding recognition in South Somerset planning policy of the key role to be played by Bunford Park in delivering employment growth for Yeovil and for the borough more widely. The Local Plan for 1991 to 2011 adopted in 2006 included an allocation for Bunford Park of 16.5 ha for "employment development to provide a high quality business park for uses within B1 of the use classes Order."
- 1.7. The current Local Plan adopted 2015 notes at Paragraph 9.11 that "the site, which is in an important gateway location at the edge of Yeovil, is allocated for employment to provide a high quality business park. The strategic significance of the allocation is that it seeks to widen the economic base of the town. This site has now received planning consent, and is therefore not identified in Policy EP1."
- 1.8. The South Somerset Economic Development Strategy (2012 to 2015) indicates that the Council is working to provide a ready supply of appropriate employment sites and workspace that meets the development and expansion needs of local firms and those relocating.

Economic potential of Bunford Park

- 1.9. The proposed development at Bunford Park has the potential to create an employment hub which will make a significant contribution to the Yeovil and South Somerset economies. Indigo estimates that the mixed-use development will generate create gross, on site employment of **2,499 to 3,090 permanent jobs**. This is equivalent to a 5.8% to 7.2% increase in the South Somerset full-time employment base.
- 1.10. After allowing for displacement, leakage and multiplier effects, Indigo estimates that the proposed development will create **2,192 to 2,711 net additional jobs**. The net additional employment at Bunford Park will create **gross value added (GVA) to the local economy of £93.5 million to £115.7 million annually** in perpetuity.
- 1.11. The first phase of the development will create **190 full-time equivalent permanent jobs, 167 net additional permanent jobs and GVA of £7.1 million annually** in perpetuity.

Challenges to the delivery of Bunford Park

- 1.12. The high cost of providing highways access and essential site infrastructure present significant financial challenges to unlocking the potential for Bunford Park to deliver a major employment location for Yeovil. The costs associated with these works have risen dramatically in recent years to the latest estimate of £6.0 million. Despite several funding bids, it has not been possible to secure public sector funding to provide the investment required.
- 1.13. There is a clear and significant mismatch between the requirements of commercial occupiers and the B1 offer provided by the 2011 Consented Scheme for Bunford Park. Despite a sustained and professional marketing campaign lasting over nine years, there have been only 37 recorded enquiries from potential occupiers expressing an interest in taking up space at Bunford Park. Only eight of these enquiries have been from potential occupiers seeking space for B1 uses.
- 1.14. The regional and local commercial property market conditions provide clear evidence that there is no demand for a major B1(a) office employment proposition like the 2011 Consented Scheme. Nor is there likely to be the appetite for speculative development of a site like Bunford Park.
- 1.15. The best prospects for unlocking the potential of Bunford Park as a major employment site will be achieved by providing a fully serviced, carefully master planned scheme with attractive and flexible development plots for a mix of all B1 and B8 uses.

Enabling capital to unlock Bunford Park

- 1.16. Sainsbury's total capital investment at Bunford Park will be in the region of £20 million, including £16 million for the construction cost of the new food store. The pre-agreed sale by Abbey Manor Group Ltd to Sainsbury's of the land for the food store in phase 1 of the proposed development will generate the enabling capital required to fund the site infrastructure costs for the whole business park.
- 1.17. The enabling capital provided by Sainsbury's will allow serviced land to be offered to the market. This will address one of the key stumbling blocks which has so far prevented the development of Bunford Park. New occupiers will be attracted to Bunford Park by both the recent investment in high quality site servicing and the fact that the lead in time to occupation will now be considerably shorter.
- 1.18. The 2011 Consented Scheme is no longer financially viable. The investment by Sainsbury's at Bunford Park will provide the enabling capital to return the scheme to financial viability, releasing the funding required to provide the site access and infrastructure works which will be crucial to the future marketability of the site.

- 1.19. The design quality and operational flexibility of the first commercial building will set the standard for future phases of development at Bunford Park. The quality of the commercial offer will help to cement Bunford Park's market position as a sought after location for businesses to be based.
- 1.20. Bunford Park has been allocated as a major employment site since 2005 and marketed as a B1 business park for almost a decade. The failure of the site to come forward for development has created a credibility gap with local and regional agents, as well as with knowledgeable occupiers, about the prospects for delivery at Bunford Park.
- 1.21. The first phase of development will help to build the confidence of the commercial property market by providing the market momentum which Bunford Park has so far failed to establish. The investment by Sainsbury's and Abbey Manor Group Ltd will provide a credible signal to the commercial property market that Bunford Park is now open for business.

2. Introduction

Purpose of this statement

- 2.1. Indigo has prepared this Economic and Enabling Statement on behalf of Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd. The purpose of the statement is as follows:
- To explain the **significance of Bunford Park** as a key employment location in the light of the economic conditions facing Yeovil and the strategic policy aspirations for the site;
 - To demonstrate the **strategic economic potential of Bunford Park** to act as a major employment hub and driver of economic growth, including the economic benefits from the first phase of development;
 - To consider the **challenges which must be overcome** to unlock the economic potential of Bunford Park; and
 - To describe the **enabling role of the food store** in delivering new development at Bunford Park.

Proposed development

- 2.2. The Economic and Enabling Statement has been prepared to support a planning application to South Somerset District Council by Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd for a mixed-use development on land at Bunford Park, Bunford Lane in Yeovil.
- 2.3. The hybrid planning application proposes a mixed use development including: (in full) formation of new road access and erection of 2,040sq m gross Class B1 light industrial and office space/Class B8 storage and distribution and 8,443sq m gross food store, petrol filling station, car parks and related infrastructure and landscaping; and (in outline) formation of remainder of a 56,051sq m gross business park (Classes B1 and B8), secondary road access, other related infrastructure and landscaping.

Structure of the statement

- 2.4. The Economic and Enabling Statement is structured as follows:
- **Section 3** – describes **economic conditions in Yeovil**, using a range of indicators to highlight the main characteristics of Yeovil's employment structure, labour market, business base and wider socio-economic conditions;
 - **Section 4** – provides the **planning and economic development policy context** for Bunford Park, explaining the strategic significance of this location for employment growth;
 - **Section 5** – estimates the **economic potential of Bunford Park** to act as a major employment hub and driver of economic growth for Yeovil, South Somerset and the wider sub-region;
 - **Section 6** – outlines the **challenges in delivering development at Bunford Park**, explaining why the scheme granted planning consent in 2011 has failed to come forward;
 - **Section 7** – describes the critical role that will be played by the new food store in **enabling new development** to come forward at Bunford Park; and

- **Section 8** – summarises the **conclusions** from the Economic and Enabling Statement.

Appendices

- 2.5. The Economic and Enabling Statement should be read in conjunction with the following appendix which provides more detailed technical and financial information:
- **Appendix 1** – Bunford Park, Yeovil – Commercial Property Market Overview – by Chesters Commercial (June 2017)

3. Economic conditions in Yeovil

3.1. This section of the Economic and Enabling Statement provides an overview of existing socio-economic conditions in Yeovil. It considers the following aspects of the Yeovil economy:

- **Employment structure** – the sectoral and occupational structure, along with job density and key clusters of employment;
- **Labour market** – including the skills and qualifications of the Yeovil workforce, as well as the latest unemployment figures;
- **Business base** – the number, type and size of businesses found in Yeovil; and
- **Socio-economic conditions** – including the key messages from the English Indices of Deprivation 2015 which provide information on a wide range of socio-economic indicators at neighbourhood level.

Defining the Yeovil economy spatially

3.2. Yeovil is the main employment centre for South Somerset District Council and acts as the economic hub for the A303 Corridor functional economic market area (FEMA). As shown by **Figure 3.1** below, the A303 Corridor FEMA is broadly consistent with the South Somerset District Council boundary. This statement therefore uses the South Somerset District Council boundary as the wider impact area for the assessment of economic impacts.

Figure 3.1 – Somerset functional economic market areas



3.3. For this assessment, Indigo has defined the Yeovil economy using the six contiguous wards which form the built-up area of the town, referred to as the Yeovil local area and shown in **Figure 3.2**.

3.4. In assessing baseline socio-economic conditions, Indigo has used data for the Yeovil local area to compare conditions in the town with those across South Somerset. The six contiguous wards in the Yeovil local area are as follows:

- Yeovil Central;
- Yeovil East;
- Yeovil West;

- Yeovil South;
- Yeovil Without; and
- and Brympton.

Figure 3.2 – Yeovil local area



Source: GeoInsight (2017)

Employment structure

- 3.5. Yeovil contains almost half of the jobs within the district (South Somerset District Council, 2015) and 16% of Somerset's total employment (South Somerset District Council, 2012), despite being home to just over a quarter of the population. This is a relatively long standing trend, with Yeovil consistently delivering around half of the total employment figure for South Somerset from 2003 to 2010 (South Somerset District Council, 2012).
- 3.6. In 2015, there were 82,000 jobs in South Somerset, equating to a job density of 0.86. This job density is the same as that in South West England and broadly similar to the Great Britain density of 0.83. The job density figures represent the ratio of total jobs to the working age population aged 16 to 64 (NOMIS, 2017).
- 3.7. The occupational breakdown of people residing within the local area is broadly similar to the picture across both South Somerset and England and Wales. However, Yeovil is home to a smaller proportion of managers and senior officials than South Somerset and England and Wales. There is also a low proportion of professional occupations locally compared with South Somerset and England and Wales.

- 3.8. **Table 3.1** below provides further details on the occupational structure of the Yeovil employment base.

Table 3.1 – Employment by occupation (2011)

Occupation	Local area (%)	South Somerset (%)	England and Wales (%)
Managers and Senior Officials	8.2	10.6	10.8
Professional	13.4	14.4	17.4
Associate Professional & Technical	10.8	11.1	12.7
Administrative & Secretarial	10.8	9.9	11.4
Skilled Trades	15	16.7	11.5
Personal Services	10.8	10.2	9.4
Sales and Customer Services	11.1	8.1	8.4
Process Plant and Machine Operatives	8.3	8.2	7.2
Elementary Occupations	11.6	10.9	11.2

Source: ONS (2011)

- 3.9. **Table 3.1** reveals that only 32.4% of people in Yeovil are employed in professional occupations (shaded in light blue), compared with 36.1% for South Somerset and 40.9% for England & Wales.
- 3.10. There is a high concentration of manufacturing jobs within South Somerset, with 20.3% of the population employed in the industry in 2015, which is over double the South West (8.9%) and Great Britain (8.3%) equivalents (see **Table 3.2**). Conversely, the proportion of financial and insurance activities in South Somerset (0.9%) is a quarter of that in Great Britain (3.6%), and over three times less than in the South West (3.4%).

Table 3.2 – Employee jobs by industry (2015)

Industry	South Somerset (%)	South West (%)	Great Britain (%)
Mining and Quarrying	0.1	0.1	0.2
Manufacturing	20.3	8.9	8.3
Electricity, Gas, Steam and Air Conditioning Supply	0.2	0.3	0.4
Water Supply; Sewerage, Waste Management and Remediation Activities	0.6	0.7	0.7
Construction	5.5	5.0	4.6
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	18.8	17.1	15.8
Transportation and Storage	3.5	4.4	4.7
Accommodation and Food Service Activities	6.2	8.3	7.2
Information and Communication	2.0	2.9	4.2

Financial and Insurance Activities	0.9	3.4	3.6
Real Estate Activities	1.4	1.6	1.7
Professional, Scientific and Technical Activities	7.0	7.9	8.4
Administrative and Support Service Activities	5.5	7.1	8.9
Public Administration and Defence; Compulsory Social Security	2.3	4.1	4.4
Education	7.8	9.0	9.2
Human Health and Social Work Activities	14.1	14.7	13.3
Arts, Entertainment and Recreation	1.6	2.2	2.4
Other Service Activities	2.3	1.9	2.0

Source: NOMIS (2017)

Labour market

- 3.11. Yeovil has one of the highest levels of self-containment of any settlement in the region, with 75% of Yeovil residents also working within the town. Despite this, in-commuting to Yeovil is also high, with one in three employees in the town travelling into Yeovil to work (South Somerset District Council, 2015).
- 3.12. In 2011, the proportion of people in the local area with no qualifications was broadly similar to that across South Somerset and England and Wales as a whole (22.1%, 21.9% and 23.2% respectively). However, the proportion of the local population whose highest level of qualification is level 4 and above (20.6%) was noticeably lower than South Somerset and England and Wales (4.4% and 6.5% lower respectively) (ONS, 2011).
- 3.13. The median earnings for employees within South Somerset fall significantly short of the Great Britain median, with earnings of £479.10 and £550.20 a week respectively resulting in South Somerset's workforce earning £71.10 less per week (in 2016). Similarly, though to a lesser extent, the South Somerset weekly earnings are £25.90 lower than the South West median of £505.00 (NOMIS, 2017).
- 3.14. The proportion of people claiming out-of-work benefits in 2017 in South Somerset (0.9%) is half of that across the UK as a whole (1.8%) and lower than the South West of England figure (1.2%) (NOMIS, 2017).

Business base

- 3.15. Yeovil plays a very significant economic role in Somerset and is the prime economic driver of South Somerset (South Somerset District Council, 2015). This is demonstrated by the Gross value added to the local economy by Yeovil, which in 2007 stood at an estimated £1.5bn (South Somerset District Council, 2015). Furthermore, Yeovil accounts for a fifth of Somerset's total manufacturing employment and business and financial services employment (South Somerset District Council, 2012).
- 3.16. Although Yeovil is a major driver of the local and regional economies, there is a relatively low number of employers and, as such, the town is highly dependent on a small number of major employers (South Somerset District Council, 2012). The local economy requires diversification to ensure the creation of a wider employment base and a reduced dependency on the existing major employers.
- 3.17. Yeovil is one of the most important aerospace engineering areas in the country (South Somerset District Council, 2015). However, there is a low proportion of private sector service

employers in Yeovil, such as banking and finance (South Somerset District Council, 2015).

- 3.18. The Yeovil Economic Profile (2010), prepared by Ekosgen, identifies that, within Yeovil, the most significant manufacturing employer is Augusta Westland (since renamed Leonardo Helicopters) which employed around 3,500 people in 2010 and has its UK headquarters in the town.
- 3.19. Other significant manufacturing employers identified in the Economic Profile include Honeywell Aerospace, Parker, Hannisin Hydraulics and Thales Naval Division. Transport-focused employers such as those listed above constitute a major component of the local manufacturing industry in Yeovil, accounting for over three quarters of the total employment in the sector (Ekosgen, 2010).
- 3.20. In 2016, the ONS identified 1,405 enterprises within the local area (see **Table 3.3**). The industry with the highest enterprise count is professional, scientific and technical, representing 16% of total businesses. The second highest enterprise count is the construction industry, which represents almost 15% of total enterprises. Conversely, there are no businesses within the mining, quarrying and utilities industry in the local area.

Table 3.3 – Business Count – Enterprises within the local area (2017)

Industry	Business Count – Enterprises (count)	Business Count – Enterprises (%)
Agriculture, forestry and fishing	20	1.4
Mining, quarrying and utilities	0	0
Manufacturing	115	8.2
Construction	210	14.9
Motor trades	80	5.7
Wholesale	30	2.1
Retail	125	8.9
Transport and storage (including postal)	35	2.5
Accommodation and food services	80	5.7
Information and communication	85	6.0
Financial and insurance	45	3.2
Property	40	2.8
Professional, scientific and technical	225	16
Business administration and support services	110	7.8
Public administration and defence	5	0.4
Education	20	1.4
Health	85	6
Arts, entertainment, recreation and other services	95	6.8
TOTAL	1,405	100

Source: ONS (2017)

- 3.21. South Somerset is dominated by small businesses, with 89.7% of businesses employing fewer than 10 people in 2016. In contrast, businesses employing over 50 people account for just 1.7% of the business stock (NOMIS, 2017).
- 3.22. The manufacturing industry represents 20.3% of employee jobs in 2015. This share is more

than double the proportion across Great Britain. In 2015 more people were employed in manufacturing jobs in South Somerset than any other sector (NOMIS, 2017).

Socio-economic conditions

- 3.23. The English Indices of Deprivation (EID 2015) enable comparisons to be made for a range of deprivation indicators at the small area level. The small areas, or neighbourhoods, are known as lower level super output areas (LSOAs) which on average contain around 1,500 people. There are 32,844 of these neighbourhoods across England as a whole.
- 3.24. The EID 2015 provides an overall index of multiple deprivation (IMD) which is based on seven separate deprivation domains. Each deprivation domain is weighted, as shown below:
- **Income deprivation** – with a weighting of 22.5%;
 - **Employment deprivation** – with a weighting of 22.5%;
 - **Health deprivation and disability** – with a weighting of 13.5%;
 - **Education, skills and training deprivation** – with a weighting of 13.5%;
 - **Barriers to housing and services** – with a weighting of 9.3%;
 - **Crime** – with a weighting of 9.3%; and
 - **Living environment deprivation** – with a weighting of 9.3%.
- 3.25. South Somerset performs close to the national average when considering the IMD, with a ranking of 180 making the local authority among the 46% least deprived in the country (DCLG, 2015).
- 3.26. However, pockets of acute deprivation exist within the area surrounding Bunford Park, such as in the South Somerset 015B neighbourhood to the north east of the site. This local neighbourhood is in Yeovil Central ward and is the second most deprived of the 103 local neighbourhoods across South Somerset on the overall index of multiple deprivation.
- 3.27. A ranking of 3,220 out of 32,844 LSOAs on the IMD places the local neighbourhood among the most deprived 10% in the country. This local neighbourhood also experiences considerable employment deprivation (among the 11% most deprived in the country).
- 3.28. Crime deprivation is also a major issue within South Somerset 015B, to the north-east Bunford Park. This local neighbourhood is ranked among the 4% most deprived local neighbourhoods in England. It is the second most deprived of the 103 local neighbourhoods across South Somerset on the crime deprivation domain.

Key messages

- 3.29. The key characteristics of the Yeovil economy are as follows:
- Yeovil plays a very significant economic role in Somerset and is the prime economic driver of South Somerset;
 - Yeovil contains almost half of the jobs within the district, despite being home to just over a quarter of the population;
 - The town is highly dependent on a small number of major employers;
 - Yeovil is one of the most important aerospace engineering areas in the country;

- The median earnings for employees within South Somerset fall significantly short of the Great Britain median; and
- Acute pockets of deprivation exist in Yeovil, with two neighbourhoods among the 10% most deprived in the country.

4. Policy context

- 4.1. This section of the Economic and Enabling Statement assesses the planning policy and economic development policy context for the proposed development. It explains how the mixed-use redevelopment of Bunford Park would contribute to the delivery of key policy aspirations for the site.

Planning policy

The National Planning Policy Framework (2012)

- 4.2. The National Planning Policy Framework (NPPF) is an important material consideration in the determination of planning applications. At the heart of the NPPF is a presumption in favour of sustainable development.
- 4.3. Paragraph 14 states that development proposals that accord with the development plan should be approved without delay. Where the development plan is absent, silent or relevant policies are out-of-date, permission should be granted unless 'any adverse impacts of doing so would significantly and demonstrably outweigh the benefits'.
- 4.4. Paragraph 20 indicates a need for local planning authorities to plan proactively to meet the development needs of business and support a modern economy, in order to help achieve economic growth.

South Somerset Local Plan (2015)

- 4.5. The South Somerset Local Plan contains policies which outline the long term vision and strategic context for managing and accommodating growth within the local authority area up to 2028.
- 4.6. Strategic Objective 4 indicates the Council's desire to form a high performing, diverse and adaptable economy, which generates jobs and attracts inward investment. The objective will be achieved, in part, through a thriving Yeovil.
- 4.7. Policy SD1 states that the Council will take a proactive approach when considering development proposals. The Council will aim to secure development which improves the economic, social and environmental conditions within the District.
- 4.8. It is stated in Policy SS1 that Yeovil is a Strategically Significant Town and will therefore be the primary focus for development in the District.
- 4.9. Policy SS3 indicates that the Local Plan will assist the delivery of a minimum of 11,250 jobs and 149.51 hectares (ha) of employment land in the plan period (April 2006 to March 2028).
- 4.10. Policy SS3 also indicates that a total of 44.84 ha of employment land is required in Yeovil Town over the plan period. However, existing employment land commitments within Yeovil Town, including Bunford Park, totalled 39.84 ha as of April 2011, indicating a requirement to provide 5 ha of additional employment land. Furthermore, a total of 3,948 jobs should be encouraged within Yeovil Town in the plan period, 2,408 of which should be B Use.

Bunford Park allocation

- 4.11. There is a longstanding recognition in South Somerset planning policy of the key role to be played by Bunford Park in delivering employment growth for Yeovil and for the borough more widely. The Local Plan for 1991 to 2011 adopted in 2006 included an allocation for Bunford

Park of 16.5 ha for “employment development to provide a high quality business park for uses within B1 of the use classes Order.”

- 4.12. The current Local Plan adopted in 2015 notes at Paragraph 9.11 that “the site, which is in an important gateway location at the edge of Yeovil, is allocated for employment to provide a high quality business park. The strategic significance of the allocation is that it seeks to widen the economic base of the town. This site has now received planning consent, and is therefore not identified in Policy EP1.”

Economic development policy

Heart of South West Local Enterprise Partnership Strategic Economic Plan (2014)

- 4.13. The Heart of the South West Local Enterprise Partnership (LEP) is a business-led partnership comprising 17 local authorities across a wide geographic area covering Somerset, Devon, Plymouth and Torbay.
- 4.14. The LEP has produced a Strategic Economic Plan (SEP) for 2014 to 2030 which outlines the rationale to generate growth and attract inward investment from both businesses and government.
- 4.15. A core aim of the SEP is to maximise productivity and employment, through stimulating jobs and growth across the whole economy. The LEP’s priorities for growth include encouraging the development of the infrastructure and facilities needed to create more and better employment.
- 4.16. Table 1 of the SEP outlines that strong growth (which keeps pace with the UK average) and transformational growth (which exceeds the UK average) could result in the formation of between 112,000 and 163,000 jobs respectively by 2030.
- 4.17. The SEP highlights the importance of the aerospace and advanced manufacturing industries around Yeovil and along the M5/A38 corridor, stating that they are an integral component of a wider south west cluster (including the West of England, Dorset and Gloucestershire) and a key driver of the UK Aerospace industrial strategy.

South Somerset Economic Development Strategy (2012 to 2015)

- 4.18. The Strategy aims to ensure that the Council helps to create and maintain the economic conditions that will help individuals, businesses and the local economy thrive.
- 4.19. The Strategy has a section dedicated to Yeovil, which states the following key information:
- Development needs to be planned sustainably, to ensure the availability of housing and jobs meets the demand of the growing population;
 - The Council wish to maintain Yeovil’s role as a sub-regional centre;
 - A ‘core activity’ of the Council is working to provide a ready supply of appropriate employment sites and workspace that meets the development and expansion needs of local firms and those relocating;
 - The Council seeks to create an attractive local economic environment in which businesses can thrive and grow; and
 - A further ‘core activity’ of the Council is to ensure that the district continues to attract and grow businesses that require a cross-section of skills that can match the abilities of the local work-force.

Emerging economic development initiatives

Economic Development Strategy

- 4.20. The Council has recently prepared a new district-wide economic development strategy, to replace the out-dated Economic Development Strategy (2012). The new strategy is not yet in the public realm and is likely to be published during 2017.

Yeovil Refresh

- 4.21. South Somerset District Council is currently in the process of reviewing and updating the Yeovil Urban Development Framework (2005) through an initiative known as Yeovil Refresh.
- 4.22. The project focuses on six sites within the town centre and the Council is reviewing the potential development options for the sites. The Yeovil Refresh document will be a high level review of the sites and is yet to be published, although it is expected during 2017.

Yeovil Vision

- 4.23. The South Somerset District Council website states the Yeovil Vision “aims to help improve the area and make a difference to both residents and people visiting the area. A wide range of regeneration projects are planned to take place in Yeovil over the next 25 years”.
- 4.24. We have discussed the Yeovil Vision with the Economic Development team at the Council, who have confirmed that there is not currently any information in the public domain outlining the vision.

5. Economic potential of Bunford Park

- 5.1. This section of the Economic and Enabling Statement considers the potential of the Bunford Park site to deliver employment growth and gross value added for the Yeovil and wider sub-regional economies.

Proposed development at Bunford Park

- 5.2. In estimating the potential economic impact of Bunford Park Indigo has assessed the mixed-use development proposals that are the subject of the hybrid planning application by Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd to South Somerset District Council. **Table 5.1** below shows the assumed mix of uses which have formed the basis for the assessment.

Table 5.1 – Assumed development parameters

Use class	Use	Floor space (sqm GIA)
B1a	Office	32,000 sqm
B8	Storage & distribution	26,091 sqm
A1	Food store	8,443 sqm
Sui generis	Petrol filling station	87 sqm
Total		66,639 sqm GIA

Defining impact areas

- 5.3. Indigo has used the following impact areas in assessing the potential economic impact of the proposed development at Bunford Park:
- **Local impact area** – Yeovil, as defined by the six contiguous wards which form the built-up area of the town. The wards are: Yeovil Central; Yeovil East; Yeovil West; Yeovil South; Yeovil Without; and Brympton; and
 - **Wider impact area** – South Somerset, as defined by the local authority boundary.
- 5.4. When assessing economic impacts it is important to recognise that economic activity does not necessarily follow administrative boundaries. The functional economic market area (FEMA) for an economic centre is typically a more accurate reflection of how economic activity takes place, reflecting transport corridors and the location of key employment hubs.
- 5.5. As explained in Section 3, the Yeovil economy operates within the A303 Corridor FEMA which is broadly consistent with the South Somerset District Council boundary. With this in mind, the assessment uses the district council boundary area as the 'wider impact area'.

Temporary economic impacts

- 5.6. The construction phase of the proposed development at Bunford Park will generate the following **temporary economic impacts**:
- Construction employment;
 - Gross valued added to the local economy; and
 - Construction training opportunities.

Construction employment

- 5.7. The Proposed Development will include a significant construction phase which will generate turnover and temporary employment for construction firms and related trades.
- 5.8. The UK construction sector is characterised by an extensive network of supply chains and contracting relationships covering a very wide range of trades and skills. This means that the spin off benefits from new construction projects are greater than for many other economic sectors.
- 5.9. The temporary construction employment benefits have been assessed based on the anticipated build cost for the development proposals. The total construction cost for the scheme is estimated to be £82.9 million.
- 5.10. Data from the Annual Business Survey 2015 published in November 2016 reveals that total turnover in the construction sector during 2015 was £242,148 million. The average number of people employed in the construction sector during 2015 was 1.361 million, suggesting that average turnover per full time equivalent construction job in 2014 was £177,919.
- 5.11. Using the build cost estimate of £82.9 million and the average turnover per full time equivalent construction job in 2015 of £177,919. Indigo estimates that the development proposals will generate 466 person years of temporary construction employment. This is equivalent to 466 construction workers being employed on a full-time basis for twelve months.
- 5.12. The standard convention in economic impact assessment is that ten person years of construction employment equate to one full-time equivalent, permanent job in the construction sector.
- 5.13. This means that the construction of the scheme will support the equivalent of around 46.5 permanent construction jobs.

Gross value added

- 5.14. Gross value added (GVA) is a conventional measure of economic well-being. GVA measures the value of output generated by a producer minus the costs associated with the production of the output.

Understanding gross value added

- 5.15. The Office for National Statistics defines Gross Value Added (GVA) as “the contribution of each individual producer, industry or sector to the economy.” GVA can be estimated at either an aggregate (or macro) level or at an individual producer (or micro) level, as follows:
- **At macro level** – GVA measures the value of output (goods and services) produced in the economy minus the cost of raw materials and other inputs used to produce them; and
 - **At micro level** – GVA measures the value of output generated by a producer minus the costs associated with the production of the output.
- 5.16. The Annual Business Survey 2015 also provides estimates of the approximate gross value added by different sectors of the UK economy. During 2015 the approximate gross value added by the construction sector was £92.122 billion.
- 5.17. With an average number of people employed in the construction sector during 2015 of 1.361 million, this suggests that the gross value added per full time equivalent construction job in 2014 was £67,687.

- 5.18. Indigo estimates that the 466 person years of temporary construction employment will create gross value added to the local economy of around £31.5 million.

Construction training opportunities

- 5.19. The Proposed Development will involve a very significant construction programme, involving several phases of building. Given the scale of building activity, there is considerable scope to provide training, apprenticeships and work experience in a range of construction trades. These opportunities will be available during the construction phases for both the food store and the business park at the Proposed Development.
- 5.20. For example, there will be opportunities for local young people to gain NVQ Level 2 and Level 3 training and practical experience in a range of different construction and engineering trades. Initiatives of this sort are typically run by a training provider in partnership with the main contractor for the construction programme. Yeovil College provides a wide range of construction skills training opportunities, including an apprenticeship programme.
- 5.21. The Applicant is committed to working with its suppliers and contractors to maximise the opportunities for Yeovil residents to take advantage of the construction training opportunities created by the Proposed Development.

Permanent economic impacts

- 5.22. The proposed development at Bunford Park will generate the following **permanent economic impacts**:
- **Employment effects** – permanent employment created on site at Bunford Park;
 - **Economic effects** – gross valued added to the local economy; and
 - **Training and skills development opportunities** – once the commercial space and the food store at the Proposed Development become operational.

Permanent employment – gross, on site jobs

- 5.23. The proposed development will create a major new employment hub, providing permanent jobs in a range of sectors. **Table 5.2** below estimates the gross, on site employment.

Table 5.2 – Gross, on site permanent jobs

Use class	Use	Floor space (sqm GIA)	FTE jobs	Comments and assumptions
B1a	Office	32,000 sqm	1,969 to 2,560	Employment density of 10 to 13 based on net internal area (NIA) at 80% of gross internal area (GIA)
B8	Storage & distribution	26,091 sqm	368	Employment density of 77 based on gross external area (GEA) of 28,361 sqm
A1	Food store	8,443 sqm	150	Sainsbury's experience of employment at similar size stores
Sui generis	Petrol filling station	87 sqm	12	Sainsbury's experience of employment at similar size stores
Total		66,639 sqm GIA	2,499 to 3,090	

5.24. **Table 5.2** reflects the following assumptions:

- **Employment density** – evidence provided by the Employment Density Guide (Third Edition 2015) has been used. Employment density refers to the average floor space in sqm per full-time equivalent (FTE). Employment density describes the intensity of use within a building and is an indicator of the amount of space typically occupied by one person in a commercial building;
- **Converting GIA to NIA** – for the B1a office units the net internal area is 80% of gross internal area, as recommended by the Employment Density Guide. For the food store and the petrol filling station the floor space figures have been provided by the Sainsbury's architect; and
- **B1a office** – the employment density range of 10 to 13 provided by the Employment Density Guide under the B1a general office category has been adopted. This employment density would accommodate a range of potential office users, including corporate, professional services, public sector and finance occupiers. The employment density range has been applied to the net internal area of the B1a office space in the Proposed Development;
- **B8 storage and distribution** – the employment density of 77 recommended by the Employment Density Guide for regional distribution centres has been used. This density has been applied to the gross external area (GEA) of the B8 space in the Proposed Development, as recommended by the Employment Density Guide. The assessment assumes that GEA is 8.7% larger than GIA, reflecting the relationship between GEA and GIA across all the business park space in the Proposed Development; and
- **A1 and sui generis** – the employment estimates for the food store and the petrol filling station are based on empirical evidence from Sainsbury's experience of employment at similar size stores in comparable locations to the Proposed Development. The new Sainsbury's will create 250 in store jobs, of which 80% (200 jobs) will be part-time and 20% (50 jobs) full-time. Part-time employees at Sainsbury's typically work 20 hours per week which means that two part-time jobs are the equivalent of 1 full-time role. Based on this empirical evidence, the new food store at the Proposed Development will create an estimated 150 FTE jobs.

5.25. Based on these assumptions, Indigo estimates that the Proposed Development will create gross, on site employment of **2,499 to 3,090 full-time equivalent (FTE) permanent jobs.**

Gross, on site jobs – contribution to the employment base

5.26. The Proposed Development will create an employment hub which will make a significant contribution to the employment base of both the core and wider impact areas.

5.27. Data from the Business Register and Employment Survey (BRES) reveals that there were 43,000 full-time and 21,000 part-time employee jobs in South Somerset during 2015. This means that the gross, on site employment created by the Proposed Development represents an increase of between 5.8% and 7.2% in the number of full-time jobs throughout the wider impact area.

Net additional permanent employment

5.28. The 2,499 to 3,090 FTE jobs that will be created by the Proposed Development at Bunford Park represent a gross employment figure.

5.29. In order to understand the real employment effects of the Proposed Development, Indigo has adjusted for several factors to allow an assessment of the net additional jobs that will be generated on this site.

- 5.30. The following adjustment factors have been allowed for:
- **Displacement effects** – will occur if some firms simply switch jobs from one location to another eg by moving staff from an existing operation in Yeovil to the proposed development;
 - **Leakage effects** – will occur if some of the jobs created by the proposed development are taken up by people living outside the wider impact area;
 - **Substitution effects** – occur when firms substitute one activity or input for a similar one to take advantage of public funding. In this case there will be no substitution effects;
 - **An indirect multiplier effect** – is likely to create supply chain effects which will benefit local firms such as cleaning and maintenance contractors, training agencies and other suppliers of goods and services to the occupiers of the proposed development. This effect is also known as a **supply linkage multiplier**; and
 - **An induced multiplier effect** – is associated with increased expenditure in the local area by people deriving incomes from the direct and indirect effects of the scheme. The induced effects of the scheme will bring benefits to local shops and other service providers. This effect is also known as a **consumption multiplier**.
- 5.31. In estimating the size of these effects advice provided by the Additionality Guide (Fourth Edition 2014) has been drawn on in this assessment. This guidance provides ready reckoner values which can be used to model the scale of these adjustment factors in the absence of empirical evidence on their value. **Table 5.3** below shows the ready reckoner values used.

Table 5.3 – Adjustment factors used in estimating net additional employment

Adjustment factor	Scale of adjustment	Adjustment value
Displacement effects	Low	25%
Leakage effects	Low	10%
Substitution effects	None	0%
Combined multiplier effects	Medium supply linkages	1.3

- 5.32. Based on these assumptions, the net additional jobs that will be created by the Proposed Development has been calculated using the following formula:

Gross on site jobs x (1 – displacement) x (1 – leakage) x combined multiplier effects = net additional jobs

$$2,499 \text{ to } 3,090 \times (1 - 0.25) \times (1 - 0.10) \times 1.3 = \mathbf{2,192 \text{ to } 2,711 \text{ net additional jobs}}$$

- 5.33. After allowing for displacement, leakage and multiplier effects, Indigo estimates that the Proposed Development will create **2,192 to 2,711 net additional jobs**.

Gross value added (GVA)

- 5.34. The net additional employment created by the Proposed Development will have wider economic effects by generating gross value added to the South Somerset economy.
- 5.35. In estimating the GVA that will be created by the proposed development, data provided by the Office for National Statistics on GVA per filled job has been used.
- 5.36. Detailed information on GVA per job filled is provided by the Regional Economic Analysis Sub-regional productivity tables published in January 2017. Table B3 of these productivity

tables reveals that GVA per filled job for the South West region was £45,361 in 2015, the most recent year for which data is currently available.

- 5.37. Data on GVA per filled job is also available at a more granular level for Somerset. Table B3 reveals that GVA per filled job for Somerset was £42,666 in 2015, the most recent year for which data is currently available.
- 5.38. Based on this evidence, Indigo estimates that the 2,192 to 2,711 net additional jobs created by the proposed development will create gross value added to the local economy of **£93.5 million to £115.7 million** annually in perpetuity.
- 5.39. This analysis does not provide GVA per filled job by industry sector. The GVA per filled job for Somerset of £42,666 in 2015 covers all sectors. This means that it will slightly overstate the GVA for office uses which will typically be lower than the values for manufacturing industries.
- 5.40. Nevertheless, the proposed development will still make a major contribution to the Gross Value Added in the local and wider impact areas.

First phase economic impacts

- 5.41. The first phase of the proposed development includes the new food store, Unit D1 in the business park and the site infrastructure works.
- 5.42. Once it is operational and fully occupied, the first phase will generate some significant economic benefits which will be enjoyed in perpetuity. These benefits are summarised in **Table 5.4** below.

Table 5.4 – Permanent economic benefits for first phase

Phase 1 impact	Scale of the economic benefit
Permanent jobs	190 full time equivalent (FTE) gross on site jobs
Net additional permanent jobs	167 FTE net additional jobs
Gross value added	£7.1 million per annum in perpetuity
Training and skills development opportunities	Not quantified

- 5.43. The proposed development will include a Sainsbury's food store employing 200 part-time and 50 full-time staff. These new jobs will have a direct effect on the Yeovil economy, offering a range of full-time and part-time roles with flexible working hours for local residents.
- 5.44. Based on their experience at similar sized food stores in comparable locations, Sainsbury's anticipate filling a significant proportion of the new jobs at the food store with staff who live in Yeovil.
- 5.45. Sainsbury's has a long-standing corporate commitment to training and skills development for its staff. All new staff undergo a 12-week training programme to help them develop the range of skills required for their role in store.
- 5.46. Sainsbury's is the largest company to have achieved the **Investors in People Gold Standard** and the only retailer to have achieved three consecutive gold awards.

- 5.47. The Investors in People (IIP) accreditation involves a four-month assessment period, during which time IIP interview staff in all areas of the business about their experience of working at Sainsbury's. These interviews, as well as responses to an internal survey, were rated against a rigorous evaluation framework used by IIP. Areas in which Sainsbury's did particularly well were in providing professional development opportunities and strong leadership.
- 5.48. Over the last 10 years Sainsbury's have helped 26,000 people back into work through the company's **You Can** scheme, providing work opportunities and access to jobs for those who face barriers to employment. There are further details on the You Can scheme at <https://www.about.sainsburys.co.uk/discover-more/our-stories/2017/you-can-is-working>

Training and skills development opportunities

- 5.49. On completion of the proposed development there will be a range of job brokerage and other recruitment initiatives that could be tailored to meet the needs of local people and prospective employers.
- 5.50. Typically these initiatives provide help for local people with confidence-building, interview skills and skills for life development, as well as support for employers in identifying dedicated staff with real potential.

6. Challenges to the delivery of Bunford Park

- 6.1. This section of the Economic and Enabling Statement identifies the main challenges to the delivery of new development at the Bunford Park site. It explains why the scheme granted planning consent in 2011 has not been delivered to date and now has no reasonable prospects of coming forward for development.
- 6.2. The section considers the following key challenges to the delivery of Bunford Park:
- **Access and essential site infrastructure** – including the failed efforts to secure public sector funding for this infrastructure;
 - **The response from the market** – including details from prospective tenants who have considered Bunford Park before deciding that the existing proposition does not meet their requirements; and
 - **Commercial property market conditions** – demonstrating why a B1 development with a significant proportion of B1a office accommodation is no longer well aligned with commercial property market conditions in Yeovil or the south west region.

The 2011 Consented Scheme

- 6.3. In November 2007 the Abbey Manor Group Ltd and Brympton Estate submitted an outline planning application for the development of land at Bunford Lane, Yeovil for employment purposes.
- 6.4. The 2007 application for Bunford Park (reference 07/05341/OUT) proposed the development of the site for B1 uses providing up to 60,000 square metres of employment floor space.
- 6.5. The Planning Committee resolved to grant planning permission on 5 August 2009, subject to a Section 106 (S106) agreement. The S106 agreement was signed on 2 March 2011. The decision notice granting planning consent subject to conditions was issued on 23 March 2011.
- 6.6. The 2011 Consented Scheme has still not been delivered. This reflects the very significant challenges facing the successful implementation of the 2011 Consented Scheme.

Access and essential site infrastructure

- 6.7. There are some very significant technical and financial challenges to be overcome in order to provide the Bunford Park site with suitable highway access and the essential services required for a major employment site.

Site infrastructure requirements

- 6.8. The site infrastructure requirements for Bunford Park fall into three main types, as follows:
- **Highways infrastructure** – managing the highways interface between Bunford Park and the A3088;
 - **Site access** – providing an on-site access road for the business park; and
 - **Site servicing** – supplying Bunford Park with electricity, gas, water, communications, foul drainage and surface water attenuation.

Site infrastructure costs

- 6.9. The total cost of providing the access to and essential site infrastructure for the 2011 Consented Scheme will be £4.9 million. The site servicing costs are estimated to be £4.0 million which is around 82% of the total site infrastructure costs the 2011 Consented Scheme.
- 6.10. There has been very significant cost inflation for the site servicing works in recent years. For example, the cost estimate for supplying electricity to the site has increased exponentially from £140,000 in 2005 to the current estimate of £2,084,000. More generally, there has been an 18% increase in the cost of general civil engineering and construction works since 2011.

Efforts to secure public sector funding

- 6.11. Given the prohibitive cost of accessing and servicing the site, the Abbey Manor Group Ltd has actively sought out opportunities to secure public sector investment to help bring forward Bunford Park.
- 6.12. In 2011 the Abbey Manor Group Ltd made a joint bid with South Somerset District Council to the Regional Growth Fund for funding to provide the access to the site. In 2015 the same parties made an application to the Growing Places Fund for investment to fund the infrastructure for Bunford Park, Lufton 2000, Lufton Key site and Brimsmore (Thorne Lane).
- 6.13. Neither of these applications for public sector funding was successful. No specific feedback was provided on the results of either bid, although Indigo's understanding is that the funding streams were heavily over-subscribed.
- 6.14. The Western Corridor works which formed part of these funding bids was subsequently submitted by Somerset County Council as a separate application to the Local Transport Board. This bid was successful and is due to start in site in September 2017, with completion anticipated by the end of 2018.
- 6.15. The Western Corridor works will improve the capacity of the junctions along the A3088 on the western side of Yeovil. Crucially, however, the Western Corridor works will not provide investment to fund the infrastructure required to bring forward Bunford Park.

Summary

- 6.16. The cost of providing highways access and essential site infrastructure present significant financial challenges to unlocking the potential for Bunford Park to deliver a major employment location for Yeovil.
- 6.17. The costs associated with these works have risen dramatically in recent years and it has not been possible to secure public sector funding to provide the investment required.

Response from the market

- 6.18. This section describes the steps taken to market the Bunford Park site since it was first launched by the Abbey Manor Group Ltd in February 2008. It also provides evidence on the market's response to the Bunford Park proposition.
- 6.19. In preparing this section Indigo has drawn on evidence and background information supplied in the Commercial Property Market Overview prepared by Chesters Commercial in June 2017. **Appendix 1** to the Economic and Enabling Statement provides the Commercial Property Market Overview.

Marketing the Bunford Park site

- 6.20. Abbey Manor Group Ltd appointed DTZ, Bristol in 2007 to act as national agents for the

Bunford Park site.

- 6.21. DTZ recommended promoting the site as Bunford Business Park and devised an overall marketing strategy which included use of the following marketing tools:
- **Site hoarding** – identifying the availability of the site to passing traffic;
 - **Mailshot flyer** – promoting Bunford Park as a development opportunity;
 - **Marketing brochure** – providing further details on Bunford Park;
 - **Dedicated website** – the original website at www.bunfordpark.co.uk attracted 6,358 visits between 1 March 2008 and 30 November 2016. Of these visits, 85% were from first time users of the website and 15% were from returning visitors;
 - **Relaunched website** – in November 2016 the www.bunfordpark.co.uk website was relaunched to support the public consultation exercise for the planning application by Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd for a mixed-use development at Bunford Park; and
 - **Agent awareness events** – intended to raise awareness amongst the commercial agency community in Bristol, Weston Super Mare, Bridgwater, Exeter and surrounding towns of both the development opportunity at Bunford Park and the progress made in bringing forward the site.
- 6.22. The Abbey Manor Group Ltd first launched Bunford Park as a major office location in February 2008, hosting a special event for local and regional agents to help raise market awareness of the development potential at this site. At the launch event Bunford Park was promoted as a modern, master planned business park with the potential to provide high quality employment space for a range of occupiers in the B1 use classes.
- 6.23. In March 2010 the Abbey Manor Group Ltd promoted the Bunford Park opportunity with a presentation to the Somerset inward investment body, Into Somerset. This marketing activity prompted a subsequent visit to Bunford Park by staff from the South West Regional Development Agency.
- 6.24. Between 2010 and early 2017 Abbey Manor Group Ltd continued to promote and market the Bunford Park site as a major development opportunity for Yeovil. Particulars for Bunford Park were sent to potential commercial occupiers expressing an interest in securing new premises in Yeovil, Somerset and the South West region more widely.
- 6.25. This marketing activity generated 21 specific enquiries about space at Bunford Park between 2010 and early 2017. However, the majority of these enquiries did not comply with the planning permission for the 2011 Consented Scheme.
- 6.26. Based on this evidence, Indigo's judgement is that the promotion of the Bunford Park site has been supported by a comprehensive and professionally run marketing campaign which has been implemented over a sustained period of almost a decade.
- 6.27. The Commercial Property Market Overview concurs with this view, noting at paragraph 6.11 that "I am not aware of any other technique that could or should have been employed by the developers of the Site that could have enhanced the likelihood of occupiers coming forward, and therefore am entirely satisfied that all means have been taken to market the Site correctly."

Enquiries received

- 6.28. Table 6.1 below summarises the marketing enquiries received for Bunford Park between February 2008 and the time of the relaunch of the website in December 2016.

Table 6.1 – Marketing enquiries for Bunford Park

Source of enquiry	Number of enquiries (%)
National agent	12 (32%)
Local/regional agent	8 (22%)
Inward investment body	3 (8%)
South Somerset District Council	1 (3%)
Direct to Abbey Manor Group Ltd	12 (32%)
Website	1 (3%)
Total enquiries	37 (100%)

- 6.29. Even allowing for the depressed commercial property market conditions following the economic downturn in 2007, it is clear that Bunford Park has failed to attract much interest from potential occupiers. Of the very limited number of 37 total enquiries received, only eight were from potential occupiers seeking space for B1 uses which complied with the planning permission for the 2011 Consented Scheme.
- 6.30. Inevitably, there were a range of reasons why none of the enquiries developed into firm propositions to take up space at Bunford Park. However, the reason given by 43% of the enquirers for not pursuing their initial interest was related to the length of time it would have taken to move into new space at Bunford Park.
- 6.31. Around 19% of the enquiries were from potential occupiers seeking space for B8 storage and distribution uses which do not comply with the planning permission for the 2011 Consented Scheme.

Summary

- 6.32. This section has demonstrated that there is a clear and significant mismatch between the requirements of commercial occupiers and the B1 offer provided by the 2011 Consented Scheme for Bunford Park.
- 6.33. Despite a sustained and professional marketing campaign lasting over nine years, there have been only 37 recorded enquiries from potential occupiers expressing an interest in taking up space at Bunford Park. Only eight of these enquiries have been from potential occupiers seeking space for B1 uses.

Commercial property market conditions

- 6.34. The Commercial Property Market Overview at **Appendix 1** to the Economic and Enabling Statement explains how the underlying characteristics of the regional and local commercial property markets have made it impossible to deliver the 2011 Consented Scheme for Bunford Park.
- 6.35. The Commercial Property Market Overview and its supporting technical appendices has been prepared by Nigel Jones FRICS ay Chesters Commercial. Nigel has practiced as a commercial property surveyor in Yeovil for over 30 years and has an unrivalled knowledge of the local commercial property market.

Regional commercial property market

- 6.36. The regional market for new build B1a office accommodation remains very weak, with demand and values failing to recover from the economic downturn in 2008. The office market has changed considerably in the last decade, with improving mobile technology and broadband facilitating much more agile working rather than reliance on traditional office accommodation.

- 6.37. In Bristol and Weston Super Mare serviced sites with consent for B1 campus style offices have not been taken up and have or are in the process of being changed to a wider range of uses, including B1 light industrial and B8.
- 6.38. In Taunton, the flagship Firepool regeneration site which was allocated for 500,000 square feet of offices, has been vacant for more than 10 years. In order to move this forward an outline planning application has been submitted for a retail-led development.
- 6.39. In Exeter, the only office development taking place is at either the Science Park or Skypark. However, both sites have been unlocked by significant public investment from the Homes and Communities Agency (HCA). In both locations, even with a serviced site, the new offices had a large space pre-let in place before construction started.
- 6.40. The regional market for industrial property has fared better than the office market in the last decade. The regional demand for B1 industrial units and smaller B8 trade counter and distribution premises has experienced some recovery from the economic downturn. However, the strongest demand for industrial property tends to be found in the larger settlements and locations with better road access than Yeovil.

Yeovil commercial property market

- 6.41. Yeovil has traditionally been viewed by the commercial property market as an industrial location, reflecting the town's economic focus on manufacturing, particularly in aerospace engineering.
- 6.42. The institutional office investment market in Yeovil is an immature one, reflecting both the perceptions of Yeovil as an industrial centre and the market perception of poor potential for rental growth.
- 6.43. Yeovil struggles to compete for major office space users with larger and better connected regional centres such as Taunton, Exeter and Bristol. Town centres located in western Somerset with easy access to the M5 motorway are typically more appealing to potential commercial occupiers.
- 6.44. Office users which have previously located in Yeovil have done so because of historic links to the area, competitive pricing, or links to the major industrial users such as Leonardo or BAE systems. Building on these linkages will be important in attracting new occupiers to Bunford Park.
- 6.45. There has been no recent demand for speculative development of office floor space in Yeovil. The rents and therefore the capital values that can be achieved for a commercial building, especially offices, is less than their capital value once the building has been constructed. As a result, it is impossible to fund through a bank or other lending organisation any speculative development.
- 6.46. The only type of purchaser that would be willing to construct a building when they are aware that the capital value is less than the cost of construction, is an owner occupier who is prepared to accept that loss as they require for other reasons a location within Yeovil.
- 6.47. That same economic equation has resulted in those occupiers taking up Lufton Phase I & II, but necessarily as they relocate from outmoded premises in the town there are less and less others that need to be similarly relocated. As a result, the number of owner occupier enquiries for Lufton 2000 has reduced dramatically.
- 6.48. The prevailing regional and local commercial property market conditions in recent years provide clear evidence that there is no demand for a major B1 employment proposition such as the 2011 Consented Scheme. Nor is there likely to be the appetite for speculative development of a site like Bunford Park.

- 6.49. The best prospects for unlocking the potential of Bunford Park as a major employment site will be achieved by providing a fully serviced, carefully master planned scheme with attractive and flexible development plots for a mix of B1 and B8 uses.

Summary

- 6.50. This section has demonstrated that there are some very significant challenges to be overcome if Bunford Park is to be developed as a major employment site.
- 6.51. These challenges include: the complexity and cost of providing essential site infrastructure; the poor response from the market to the Bunford Business Park proposition; and the prevailing commercial property market conditions.
- 6.52. These challenges have combined to provide an insurmountable barrier to the implementation of the existing B1 planning consent for Bunford Park. Indigo's judgement is that the 2011 Consented Scheme now has no reasonable prospects of coming forward for development.

7. Enabling capital to unlock Bunford Park

7.1. This section of the Economic and Enabling Statement explains how the investment by Sainsbury's Supermarkets Ltd in a new food store at Bunford Park will unlock the potential of the Bunford Park site to deliver significant employment growth for Yeovil and the wider South Somerset economy.

7.2. There are four main strands to the enabling role that will be played by the new food store, as follows:

- Funding high quality site infrastructure;
- Ensuring scheme viability;
- Setting the standard for future investment; and
- Building market confidence in Bunford Park.

Funding high quality site infrastructure

7.3. The first phase of the proposed development includes the new Sainsbury's food store, Unit D1 in the business park and the site infrastructure works.

7.4. Sainsbury's total capital investment at Bunford Park will be in the region of £20 million, including £16 million for the construction cost of the new food store. The pre-agreed sale by Abbey Manor Group Ltd to Sainsbury's of the land for the food store in phase 1 of the proposed development will generate the **enabling capital** required to fund the site infrastructure costs for the business park.

7.5. The enabling capital provided by Sainsbury's will allow serviced land to be offered to the market. This will address one of the key stumbling blocks which has so far prevented the development of Bunford Park. New occupiers will be attracted to Bunford Park by both the recent investment in high quality site servicing and the fact that the lead in time to occupation will now be considerably shorter.

Ensuring scheme viability

7.6. The 2011 Consented Scheme is no longer financially viable. Even if there were interest from prospective occupiers in taking up space at Bunford Park, it would not be possible for Abbey Manor Group Ltd to meet the access and site infrastructure costs without incurring a financial loss.

7.7. The total cost of acquiring and developing the Bunford Park site for the 2011 Consented Scheme is estimated to be £11.7 million. The anticipated sales from the developable land for the 2011 Consented Scheme are anticipated to be £9.3 million. This would represent a financial loss for the Abbey Manor Group Ltd of £2.2 million.

7.8. The investment by Sainsbury's at Bunford Park will provide the **enabling capital** to return the scheme to financial viability, releasing the funding required to provide the site access and infrastructure works which will be crucial to the future marketability of the site.

7.9. Without this enabling capital, Bunford Park will simply not come forward for development as a major employment site. The Commercial Property Market Overview prepared by Chesters Commercial (see Appendix 1) explains how the imbalance between the supply of and demand for commercial property in Yeovil means that it is not currently economically viable to

construct a new commercial building other than for an owner occupier who must accept that the cost will not equal value.

- 7.10. Chesters Commercial have prepared two indicative appraisals which are reproduced at Appendices B and C of their report. One appraisal is for an indicative two storey office scheme. The other appraisal is for a single storey industrial building. Based on current land/building costs and anticipated values in the Yeovil market, neither of the indicative schemes is economically viable, even without the inclusion of the infrastructure costs required to provide serviced sites.

Setting the standard for future investment

- 7.1. The detailed planning application for the first phase of development at Bunford Park is grounded in a sensitive and high quality design for the food store, commercial unit D1 and the landscape treatment of the site. The first phase of development will:
- Foster a link and create a relationship between the supermarket and the business park;
 - Form an arrival point into the business park or 'heart zone';
 - Diversify the spread of uses across the site, encouraging a sustainable and convenient destination;
 - Create a safe and desirable place for both shopping and working;
 - Improve links to the town and surrounding infrastructure where feasible, to and from the site, considering all modes of transport; and
 - Comprise a landscape scheme which has been designed to complement the architecture to create interest where required and provide screening where appropriate.
- 7.2. Building D1 has been designed as a modern commercial space with the flexibility to be used as a number of smaller business units or by a single occupier. However, the anticipated end users for Building D1 are owner occupiers requiring more modern premises than are currently supplied elsewhere in Yeovil.
- 7.3. Building D1 will be constructed to modern standards for energy and environmental performance, resulting in lower long term occupation costs than the older commercial stock typical of the Yeovil market.
- 7.4. The design quality and operational flexibility of the first commercial building will set the standard for future phases of development at Bunford Park. The quality of the commercial offer will help to cement Bunford Park's market position as a sought after location for business.

Building market confidence in Bunford Park

- 7.5. Bunford Park has been allocated as a major employment site since 2005 and marketed as a B1 business park for almost a decade. The failure of the site to come forward for development has created something of a credibility gap with local and regional agents, as well as with knowledgeable occupiers, about the prospects for delivery at Bunford Park.
- 7.6. Once constructed and fully operational, the first phase of development at Bunford Park help to build the confidence of the commercial property market in several ways:
- The first phase of development will provide the market momentum which Bunford Park has so far failed to establish;
 - The significant scale of the investment by Sainsbury's and Abbey Manor Group Ltd will

provide a clear and credible signal to the commercial property market that Bunford Park is now open for business;

- The provision of a fully serviced site will allay prospective occupier concerns about the elapsed time between signing a deal and being able to take up new space at Bunford Park;
- The occupation of the 2,000 square metre D1 commercial building will help to cement the market perception that Bunford Park is a high quality location for employment; and
- The Sainsbury's food store will help to attract perspective occupiers who value the benefits for their staff of having a supermarket close to their place of work.

8. Conclusions

Purpose

- 8.1. Indigo has prepared this Economic and Enabling Statement to support a planning application to South Somerset District Council by Abbey Manor Group Ltd and Sainsbury's Supermarkets Ltd for a mixed-use development on land at Bunford Park, Bunford Lane in Yeovil.
- 8.2. The purpose of the statement is as follows:
- To explain the **significance of Bunford Park** as a key employment location;
 - To demonstrate the **strategic economic potential of Bunford Park** as a major employment hub, including the economic benefits from the first phase of development;
 - To consider the **challenges** to unlocking the economic potential of Bunford Park; and
 - To describe the **enabling role of the food store** in delivering Bunford Park.

Economic conditions in Yeovil

- 8.3. Yeovil plays a significant economic role in Somerset and is an important economic driver of South Somerset, generating £1.5 billion of added value (GVA) to the local economy in 2007. The town also contributes to the national economy, as it is one of the most important aerospace engineering locations in the UK.
- 8.4. Yeovil contains almost half of the jobs within the district and 16% of Somerset's total employment, despite being home to just over a quarter of the South Somerset population. However, the town is highly dependent on a small number of major employers. The local economy requires diversification to ensure the creation of a wider employment base.

Policy context

- 8.5. The South Somerset Local Plan (2015) states that a total of 3,948 jobs should be encouraged within Yeovil Town in the plan period, 2,408 of which should be B Use.
- 8.6. There is a longstanding recognition in South Somerset planning policy of the key role to be played by Bunford Park in delivering employment growth for Yeovil and for the borough more widely. The Local Plan for 1991 to 2011 adopted in 2006 included an allocation for Bunford Park of 16.5 ha for "employment development to provide a high quality business park for uses within B1 of the use classes Order."
- 8.7. The current Local Plan adopted 2015 notes at Paragraph 9.11 that "the site, which is in an important gateway location at the edge of Yeovil, is allocated for employment to provide a high quality business park. The strategic significance of the allocation is that it seeks to widen the economic base of the town. This site has now received planning consent, and is therefore not identified in Policy EP1."
- 8.8. The South Somerset Economic Development Strategy (2012 to 2015) indicates that the Council is working to provide a ready supply of appropriate employment sites and workspace that meets the development and expansion needs of local firms and those relocating.

Economic potential of Bunford Park

- 8.9. The proposed development at Bunford Park has the potential to create an employment hub which will make a significant contribution to the Yeovil and South Somerset economies. Indigo estimates that the mixed-use development will generate create gross, on site employment of **2,499 to 3,090 permanent jobs**. This is equivalent to a 5.8% to 7.2% increase in the South Somerset full-time employment base.
- 8.10. After allowing for displacement, leakage and multiplier effects, Indigo estimates that the proposed development will create **2,192 to 2,711 net additional jobs**. The net additional employment at Bunford Park will create **gross value added (GVA) to the local economy of £93.5 million to £115.7 million annually** in perpetuity.
- 8.11. The first phase of the development will create **190 full-time equivalent permanent jobs, 167 net additional permanent jobs and GVA of £7.1 million annually** in perpetuity.

Challenges to the delivery of Bunford Park

- 8.12. The high cost of providing highways access and essential site infrastructure present significant financial challenges to unlocking the potential for Bunford Park to deliver a major employment location for Yeovil. The costs associated with these works have risen dramatically in recent years to the latest estimate of £6.0 million. Despite several funding bids, it has not been possible to secure public sector funding to provide the investment required.
- 8.13. There is a clear and significant mismatch between the requirements of commercial occupiers and the B1 offer provided by the 2011 Consented Scheme for Bunford Park. Despite a sustained and professional marketing campaign lasting over nine years, there have been only 37 recorded enquiries from potential occupiers expressing an interest in taking up space at Bunford Park. Only eight of these enquiries have been from potential occupiers seeking space for B1 uses.
- 8.14. The regional and local commercial property market conditions provide clear evidence that there is no demand for a major B1(a) office employment proposition like the 2011 Consented Scheme. Nor is there likely to be the appetite for speculative development of a site like Bunford Park.
- 8.15. The best prospects for unlocking the potential of Bunford Park as a major employment site will be achieved by providing a fully serviced, carefully master planned scheme with attractive and flexible development plots for a mix of all B1 and B8 uses.

Enabling capital to unlock Bunford Park

- 8.16. Sainsbury's total capital investment at Bunford Park will be in the region of £20 million, including £16 million for the construction cost of the new food store. The pre-agreed sale by Abbey Manor Group Ltd to Sainsbury's of the land for the food store in phase 1 of the proposed development will generate the enabling capital required to fund the site infrastructure costs for the whole business park.
- 8.17. The enabling capital provided by Sainsbury's will allow serviced land to be offered to the market. This will address one of the key stumbling blocks which has so far prevented the development of Bunford Park. New occupiers will be attracted to Bunford Park by both the recent investment in high quality site servicing and the fact that the lead in time to occupation will now be considerably shorter.
- 8.18. The 2011 Consented Scheme is no longer financially viable. The investment by Sainsbury's at Bunford Park will provide the enabling capital to return the scheme to financial viability, releasing the funding required to provide the site access and infrastructure works which will be crucial to the future marketability of the site.

- 8.19. The design quality and operational flexibility of the first commercial building will set the standard for future phases of development at Bunford Park. The quality of the commercial offer will help to cement Bunford Park's market position as a sought after location for businesses to be based.
- 8.20. Bunford Park has been allocated as a major employment site since 2005 and marketed as a B1 business park for almost a decade. The failure of the site to come forward for development has created a credibility gap with local and regional agents, as well as with knowledgeable occupiers, about the prospects for delivery at Bunford Park.
- 8.21. The first phase of development will help to build the confidence of the commercial property market by providing the market momentum which Bunford Park has so far failed to establish. The investment by Sainsbury's and Abbey Manor Group Ltd will provide a credible signal to the commercial property market that Bunford Park is now open for business.

Appendix 1

BUNFORD PARK - COMMERCIAL PROPERTY MARKET OVERVIEW

BUNFORD PARK, YEOVIL, SOMERSET

PREPARED

BY

N L JONES BSc FRICS ACI Arb

CHESTERS COMMERCIAL

FIRST FLOOR, MOTIVO HOUSE, BLUEBELL ROAD, YEOVIL, SOMERSET, BA20 2FG

19th May 2017

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1.0 INTRODUCTION

- 1.1 This commercial property overview has been prepared upon written instructions from Indigo Planning Ltd, who I understand are instructed by Sainsburys Supermarkets Ltd, ("**Sainsburys**") in connection with advice required in relation to the economic aspects of the forthcoming planning application for a mixed use scheme at Bunford Park, Yeovil ("**the Site**").
- 1.2 I have been requested to provide a backdrop to the commercial property market in Yeovil, based upon my historic knowledge of the demand for commercial space in the town, together with my comments on the specific marketing of the Bunford Park site since it was originally launched in 2008.

2.0 PERSONAL

- 2.1 Before providing the advice requested, it is appropriate that I should comment upon my professional qualifications and experience within the Yeovil property market.
- 2.2 I am a Fellow of the Royal Institution of Chartered Surveyors and have been practising in Yeovil as a commercial property Surveyor since 1986. I have therefore been inextricably involved with the commercial property market in the town for 31 years and as a consequence believe that I have unrivalled knowledge as to the likely level of demand for any type of commercial properties, the values that might be generated and the likely take-up rate for such properties.
- 2.3 My practice is Chesters Commercial Ltd (formerly Chesterton Humberts) and we carry out a wide range of commercial property functions including professional work in the valuation of commercial property, and an Estate Agency function in letting, selling and buying commercial property. I am assisted in that regard by three other Chartered Surveyors, all of whom are based in Yeovil.

3.0 REGIONAL COMMERCIAL PROPERTY OVERVIEW

(a) Offices

- 3.1 The general office market has changed within the last 10 years with improvements in mobile technology and broadband, from one which is almost exclusively office based to one where there is much more flexibility and home working. In these circumstances the quality of lifestyle available to the workforce has become a more important factor in location decisions, for instance the Met Office relocation to Exeter was influenced by the availability of a choice of housing and lifestyle opportunities for employees.
- 3.2 Regionally, the market for new build B1 office accommodation has not recovered from the recession in 2008. In Bristol and Weston Super Mare serviced sites with consent for B1 campus style offices have not been taken up and have or are in the process of being changed to a wider range of uses including B1 light industrial and B8. In Taunton, the flagship Firepool regeneration site which was allocated for 500,000 sq ft of offices, has been vacant for more than 10 years and in order to move this forward an outline planning application is to be submitted for a retail led development. In Exeter, the only office development taking place is at either the Science Park or Skypark. Both sites however, have been opened up by significant investment from the HCA (believed to be in excess of £20m). In both locations, even with a serviced site, the new offices had a large space prelet in place before construction started.
- 3.3 With such a lack of demand for traditional offices throughout the region, footloose occupiers have a wide choice of locations and sites to choose from. In order to compete effectively with the choice available in locations which are better located, (adjacent to the motorway network), Yeovil needs to have a site which is within easy reach of the Trunk road network (A303), readily available and serviced, within close proximity to a skilled labour force and in a location which is attractive to that labour force.
- 3.4 Within Somerset, Yeovil competes with its larger rival town, Taunton, some 27 miles to the West. Whilst Taunton has immediate access to the M5 and a mainline railway station (with fast direct mainline links), Yeovil is attractive to those who use the A303 as their main access to the East.

(b) Industrial

3.5 Regionally the demand for B1 Industrial Units and smaller B8 Trade Counter and Distribution premises has experienced some recovery from the recession with the strongest demand in the larger settlements and locations with better road access than Yeovil.

3.6 Speculative developments have re-commenced in the larger cities (Plymouth, Exeter & Bristol) and smaller towns on the M5 (Bridgwater & Wellington) and more recently in the smaller towns on the A303 (eg. Wincanton, Amesbury) as well as other less accessible locations.

3.7 These premises have typically been purchased by owner occupier businesses (typically as Self Invested Pension Plan [Sipp] investments) although a proportion have been buy for pre-let investments. Traditional pure speculative development is however, limited.

4.0 THE YEOVIL COMMERCIAL PROPERTY MARKET

- 4.1 Yeovil is the largest commercial centre in South Somerset, and historically has been the home of the former Westland Aerospace Group, now known as Leonardo Helicopters. Leonardo is the principal employer within the town, and although it has less dominance than it used to, in terms of the percentage of the town being directly employed, it is still a substantial and integral part of the economic framework of the town's employment base.
- 4.2 Although Yeovil is the dominant town in the locality, there are a number of smaller subsidiary towns, both in South Somerset and in West Dorset, which immediately adjoins Yeovil, for which Yeovil provide a certain economic function to their area. These include Sherborne, Crewkerne, Ilminster and Wincanton. As a result, some of the employment requirements for the locality are distributed amongst those other subsidiary towns.
- 4.3 Historically, Yeovil has been primarily considered to be an industrial town, specifically when the Westland/Leonardo factory was so dominant. In more recent years, and certainly within the last 30 years, the town's employment base has expanded with a number of industrial and commercial estates being developed which has brought with it a number of smaller employment occupiers. These are located in Yeovil on the Pen Mill Estate on the eastern side of the town, and the Lynx, Lufton and the Houndstone Estates on the western side of the town. It is generally considered that the eastern side of the town is less favourable than the western side, due to the fact that the properties on the Pen Mill Estate are older (1960's/1970's) and also because there are highway difficulties (including a weight restriction on the A358) in accessing the major distributor route of the A303 which lies to the west and north of the town. As a consequence, the estates on the western side, including what is proposed as Bunford Park, are and will be more sought after.
- 4.4 The Lynx Estate was completed during the 1980's, albeit with a small extension at Watercombe which was not developed until post 2000.
- 4.5 The Houndstone Business Park was developed during the 1990's and the period post 2000 along with the first two phases of the Lufton 2000 Estate.

- 4.6 Currently, there are opportunities for commercial development on the balance of the Lufton 2000 scheme (Phase III) and at Seafire Park, which adjoins the Leonardo factory on its western extremity.
- 4.7 Although, as I have indicated above, Yeovil is primarily considered to be an industrial town, there have, within the last 15 – 20 years, been some office users either relocating within the town or expanding. There has however, not been any significant inward movement of office users of a substantial nature into the town over that period. Substantial modern offices were built in the 1960's primarily to hold local authority/government uses including Maltravers House and Court Ash House in the town centre, and in more recent years modern office buildings have been developed for the benefit of Yarlington Housing Group [own occupation], the NHS and BAE Systems [pre-let developments], all located on the western side of the town.
- 4.8 Yeovil is also the home to the administrative headquarters of the District Council and there have been some functions of the County Council and Government bodies also located in the town. There are however, no other major private businesses located in offices other than the Headquarters of the Screwfix DIY business which has developed in Yeovil due to historic links with its founders. The lack of significant office based demand is primarily linked to the fact that the town does not have a critical mass with all the facilities that a larger town enjoys to attract a significant workforce to relocate. As indicated above, where lifestyle based relocations are made, larger centres such as Exeter have much more to offer compared with a relatively small town such as Yeovil.
- 4.9 Yeovil has seen however, the development of a publicly funded incubation unit at Lufton (Yeovil Innovation Centre) which reportedly is about to be extended, and planning permission has recently been granted to the County Council for an aerospace R&D unit at Bunford Lane (subject to ERDF European funding-confirmation).
- 4.10 Yeovil therefore struggles to compete for major office space users compared with Taunton, Exeter and Bristol. Notwithstanding that problem, office users which have previously located in Yeovil have done so because of historic links to the area, competitive pricing, or links to the major industrial users such as Leonardo or BAE systems. Building on these linkages will be important in attracting new users to Bunford Park.

5.0 THE ECONOMICS OF DEVELOPING COMMERCIAL PROPERTY IN YEOVIL

- 5.1 Like any product, the development/production of commercial property is a function of supply and demand. Demand for the two types of main commercial property, namely industrial and office uses has, within the last 25 years, been in reality very limited.
- 5.2 With regard to industrial requirements, there have been no known major inward investment from any occupier other than for the Screwfix business, which as described above is located in Yeovil for historic reasons, and a reorganisation of the distribution and storage facilities required for Leonardo, by formerly Wincanton and most recently Kuehne Nagel.
- 5.3 There are very few industrial buildings of substantial size in Yeovil (over 20,000 sq ft). That is a result of such buildings not being required and secondly, as they are not available there are no opportunities to attract tenants/purchasers. If there had been such requirements, then there is ample development land available for such buildings to be developed, but it would be inconceivable that such properties will be developed on a speculative basis as the letting risk and associated empty property rating liabilities would be too great.
- 5.4 My firm was jointly instructed by the District Council and Abbey Manor Developments Ltd to market the Lufton 2000 development when it commenced development. The landowners essentially serviced the whole site with an access road and utilities being put in to the boundary of plots which could then be acquired on either a freehold or turnkey basis with a purpose built unit being constructed. The take up of such plots within the first two phases was reasonable, but my records suggest that nearly all of the purchasers were owner occupiers and the majority were businesses relocating from other outdated or undersized facilities within the town. That exhausted a certain amount of inherent pent-up demand, and as a result the latest phases of Lufton 2000 have seen an almost nil take-up. The same can be said of Seafire Park, which is also owned and promoted by Abbey Manor Group, where again there is no demand for units which would allow the site to be serviced.
- 5.5 With respect to office buildings, for the reasons explained above, the demand for offices is limited. Currently my practice is marketing circa 60,000 sq ft of existing office accommodation within the town, including a variety of types and sizes of suites arranging from 500 sq ft to 4,500 sq ft. Some of those suites have been empty for over 2 years and enquiries or viewings for such premises are very limited.

- 5.6 Similarly, we are currently marketing approximately 65,000 sq ft of industrial buildings ranging from 500 sq ft to 12,000 sq ft
- 5.7 Due to this imbalance of supply and demand, the price, either in capital or rental terms that can be achieved from any developments is lower than can be expected in more economically active locations. In particular, those in western Somerset which adjoin the M5 motorway, which is an obvious draw, are more appealing to potential occupiers. In simple mathematical terms, the rents and therefore the capital values that can be achieved for a commercial building and in particular offices, is less than their capital value once the building has been constructed. As a result, it is impossible to fund through a bank or other lending organisation any speculative development. The only type of purchaser that would be willing to construct a building when they are aware that the capital value is less than the cost of construction, is an owner occupier who is prepared to accept that loss as they require for other reasons a location within Yeovil. That same economic equation has resulted in those occupiers taking up Lufton Phase I & II, but necessarily as they relocate from outmoded premises in the town there are less and less others that need to be similarly relocated. As a result, the number of owner occupier enquiries for Lufton 2000 has therefore reduced dramatically.
- 5.8 The economic challenge with any development in Yeovil is illustrated by the following figures. The likely rental values for offices are £5 - £12 per sq ft and industrial units £4 - £7.50 per sq ft as shown in the attached particulars (**Appendix A**). Their respective capital values are in the region of offices at circa £120 - £150 per sq ft and industrial units at circa £80 - £100 per sq ft. This has to be compared with the cost of construction and the acquisition of the land. The cost of construction as set out in the BCIS March 2017 index of construction prices for offices is a figure in the region of £160 per sq ft and for industrial buildings £86 per sq ft. The value of employment land is generally considered to be in the region of £250,000 - £350,000, reflecting the historic cost of servicing and it's utility to those local businesses seeking new build opportunity in the town. On these figures therefore, it is not economically viable to construct a building other than for an owner occupier, but even then they must accept that cost will not equal value.

- 5.9 To show these figures in more detail, I attach two appraisals as **Appendices B & C** of a theoretical scheme of 2 storey offices and a single storey industrial building. These widely used industry standard programmes are set up in a particular way and are designed to provide a residual land value based upon anticipated values and costs. From these it will be seen that there is a negative land value which is treated as a cost within the appraisal. This shows how such developments are commercially unviable based upon current costs and values. An Owner Occupier however, is able to forego any development profit to subsidise the Land Value, hence their ability to proceed in situations where the commercial market would not.
- 5.10 In addition, these figures exclude the cost of providing infrastructure to a site to open up the scheme prior to serviced land being available for development.
- 5.11 Office location or relocation enquiries which may be attracted to Yeovil tend to be those which are not location specific, they may have a wide geographic area which they would consider or the A303 linkage is important to their business model. In such circumstances, the location of the site being on the western edge of the town, close to the A303, and close to areas of good quality housing and other businesses is important
- 5.12 Whilst it will not be easy to attract new large space office users to Yeovil, it is essential as part of the offer that the suitable plots are serviced and available. This phenomenon was demonstrated some years ago (2002) when locally based Screwfix was forced to re-locate it's growing logistics operation from South Somerset after failing to locate a suitable site with Planning Permission within the town
- 5.13 New enquiries tend to have a relatively short lead time requirement, 12-15 months is average, which does not allow time for extended planning negotiations or construction of Infrastructure (18-24 months lead in time is average). Having an actively developed scheme at Bunford will both give confidence on project lead/delivery as well as attract occupiers looking for nearby facilities for their staff.
- 5.14 In addition, the nature of the site with its mature parkland setting, could be a draw to some occupiers seeking a high quality environment, which bearing in mind the location, landscape and topography of this site, could easily be provided.

6.0 THE MARKETING OF BUNFORD PARK

- 6.1 I am aware of the marketing that has taken place in respect of the Bunford Park scheme since it was initially launched in 2008. At that time, Abbey Manor Group (“**AMG**”), as the proposed developer of the scheme, launched the development with traditional marketing techniques including the erection of a substantial board on the site, an appropriate mail drop and the appointment of national agents in DTZ of Bristol. A copy of their marketing recommendations report and a copy of the website that was then launched is attached as **Appendix D**.
- 6.2 In Feb 2008, AMG held a launch event for Local and Regional agents, Invites were sent to all the Local Agents and Architects and a presentation was given on the opportunity provided by the development of Bunford Park. A copy of the presentation is attached as **Appendix E**.
- 6.3 In March 2010 AMG gave a presentation to “Into Somerset” the countywide inward investment body. This resulted in a site visit by representatives from SWRDA, the Regional Economic Development Agency. A copy of the presentation is attached as **Appendix F**.
- 6.4 As local agents, we were obviously aware of the existence of the opportunities and have forwarded any enquiries that we received direct to Abbey Manor Group.
- 6.5 Enquiries for the Yeovil area generally were responded to with a range of opportunities which are available, including Bunford Park, Seafire Park and Lufton 2000. The schedule of enquiries received both specifically for Bunford Park and more generally is enclosed at **Appendix G**.

Table 1 shows the source of enquiries received

	National Agent	Local Agent	Inward investment Body	SSDC Economic Development Team	Direct to AMG	Website
Enquiries received from	32%	22%	8%	3%	32%	3%

- 6.6 Of the enquiries received only 22% were for B1 class uses and therefore complied with the existing planning permission. The majority of enquiries, 43%, were discouraged by the length of time that it would take from enquiry to deliver of a completed unit.
- 6.7 I have also been provided with evidence from AMG of the various “hits” to their website and this is attached to this report as **Appendix H**. From that it can be seen that between the period March 2008 and November 2016 there have been some 6,000 “hits”. (as the language is based on the Language of the computer being used the majority is English US as that is the default computer language). Subsequently, in 2016, I am advised that the website has been re-launched.
- 6.8 The estimated cost of infrastructure to open this site up is just under £5m, representing direct access, utilities, landscaping and drainage. In order to justify this level of investment there would need to be a substantial prelet of space or agreed pre-sale of land, .
- 6.9 In 2012 AMG in conjunction with South Somerset District Council (“SSDC”) put forward a bid to the Growing Places Fund being administered by the Heart of the South West LEP, for funding to create the infrastructure and open up this site. This was in the hope that this would stimulate more interest and would enable those that had expressed interest to proceed in a more favourable timescale. The bid was not successful, although no reason was given.
- 6.10 It is notable that the large employment sites which are currently being promoted at Exeter (Skypark and the Science Park) and at Taunton (Nexus 25) have or are being promoted with the benefit of substantial Public Sector backing and funding which demonstrates that even in these more attractive centres the market for employment development land is not sufficiently strong to justify speculative development.
- 6.11 I am not aware of any other technique that could or should have been employed by the developers of the Site that could have enhanced the likelihood of occupiers coming forward, and therefore am entirely satisfied that all means have been taken to market the Site correctly.

7.0 BUNFORD PARK MARKET OPPORTUNITY

- 7.1. Whilst the delivery of this site will not be without its challenges, I consider that it is important to the future economic wellbeing of Yeovil to deliver the economic development land which was identified as necessary to support Yeovil's growth in both the 2006 and 2015 Local Plans.
- 7.2. In order to achieve this, I believe it is necessary to widen the appeal and potential market for economic activity by broadening uses from B1 to B1/B8. This change will better match the past, current and assumed future demand profile for employment space within the Yeovil area
- 7.3. In order to do that, it is my opinion that a certain element of "pump priming" is required, as might be facilitated by the use of part of the site for premium-value uses, a pre agreed sale of which would allow enabling capital to be released to develop the infrastructure necessary to allow serviced land to be offered.
- 7.4. The benefits of developing Bunford Park would be :
 - 7.4.1. Provision of a high quality, attractive, well located business park, enabling Yeovil to compete with its better located neighbours
 - 7.4.2. stimulating the local market interest by commencing development
 - 7.4.3. Redirect regional interest by demonstrating availability/deliverability
 - 7.4.4. Compliment the R&D/Training opportunities offered by Innovation Centre, gearing on that public investment. ie by allowing "churn" through those facilities thus freeing up further opportunities for new incubation.
 - 7.4.5. Offering high quality environment for a potential Aerospace cluster centered on iAero facility.
 - 7.4.6. Enabling the provision of high quality follow on space for the iAero businesses.

8.0 SUMMARY AND CONCLUSIONS

- 8.1 As can be seen from the commentary set out above, historically the commercial property market in Yeovil has been primarily focused on its industrial base.. There is limited demand for both office and industrial sites, and such demand that there is has historically come from primarily owner occupiers who are prepared to accept that the capital value of their development is less than the cost of constructing the same building, at the point of completion.
- 8.2 The Viability of developing employment space in Yeovil is challenging with high costs and relatively low values except to Owner Occupiers who are able to take an operational viewpoint as opposed to an entirely economic one.
- 8.3 The site has been extensively marketed and I am entirely satisfied that all available means have been taken to market the site.
- 8.4 Having said that, unless there is an area of well located, serviced land suitable for employment development, those occupiers who do, over a period of time, come forward will not have the opportunities to develop a scheme. To that extent, it is appropriate that land is opened up and serviced sites are therefore available.
- 8.5 If land is not immediately available it is likely that the opportunity will be lost elsewhere to a less sustainable location or worse still from the District.
- 8.6 Through stimulating and encouraging demand, one should generate a positive market sentiment which will drive up rents and values to a point where investment driven development becomes viable
- 8.7 In order to do that, it is my opinion that a certain element of “pump priming” is required, to enable the substantial capital investment in developing the infrastructure necessary to allow serviced land and or built space to be offered.
- 8.8 This will enable Yeovil to compete with the regional market and those locations closer to the main transport routes. It will also provide essential follow on space for businesses growing

out of the County Council's subsidised Innovation centre and proposed iAero developments, providing the flexible employment opportunities for the current and planned population of Yeovil and its local environs.

- 8.9 The development of the land should also include the possibility of a larger occupier being located on a single site, but history suggests that there are very few prospective occupiers, albeit the opportunity for such an occupier like Screwfix becoming a requirement within the town should not be discounted.



Signed.....

Nigel L Jones BSc FRICS ACI Arb

Dated.....*19th June 2017*

01935 415454

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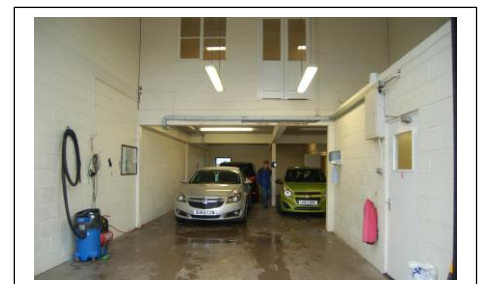
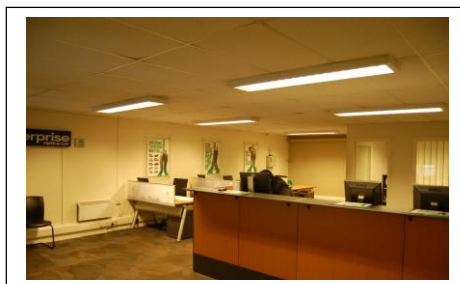
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**Unit 2-3 Dampier Mews, Edward Close, Yeovil,
BA22 8RU**

AVAILABLE TO LEASE

Modern mid terrace industrial unit to let.

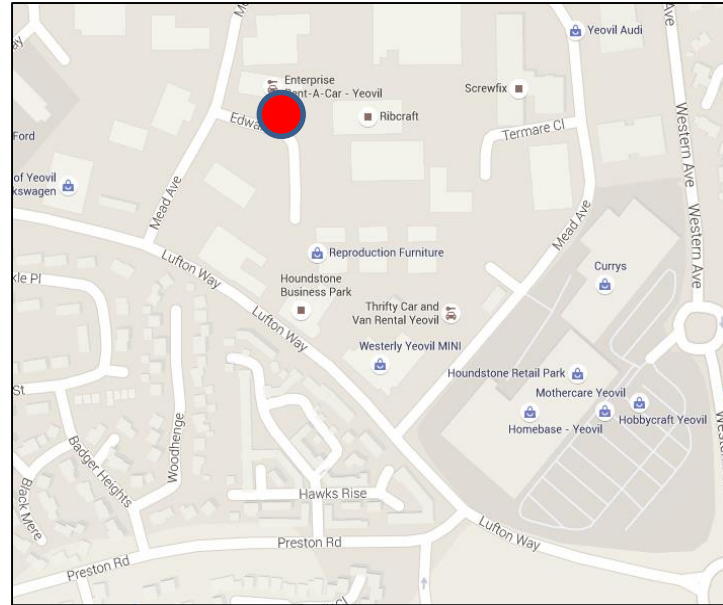


LOCATION

The property is centrally located within the Houndstone Business Park. Houndstone is Yeovil's premier estate with occupiers including Volkswagen, Audi, Screwfix, Landrover and Rib Craft.

The property is on Edward Close off Mead Avenue.

LOCATION MAP



DESCRIPTION

The property comprises a pair of mid terraced industrial units that have been combined and currently occupied as one by Enterprise Rent a Car.

Each of the units has a small mezzanine. One of the mezzanines is used for office accommodation and the other storage and a kitchen. The units are inter-connected at ground and mezzanine level. There are 5 designated car parking spaces.

ACCOMMODATION

Unit 2

Ground floor 15.5m x 6.78m 105 sq m (1,131 sq ft)
Office mezzanine 6.7m x 10.44m 70 sq m (759 sq ft)

Total 1,890 sq ft

Unit 3

Ground floor 15.5m x 6.78m 105 sq m (1,131 sq ft)
Mezzanine storage 2.88m x 3.09m 8.89 sq m (96 sq ft)
Kitchen 3.58m x 3.83m 13.67 sq ft (147 sq ft)

Total 1,374 sq ft

Eaves height 5.57m

SERVICES

Mains gas, water and 3 Phase electricity connected. Heating is by way of a combination of hot air blowers and electric heaters.

No tests have been carried out in relation to services, nor are we able to comment on their condition.

TENURE

Leasehold. A new lease is available on terms to be negotiated.

RENT

£18,000 per annum

INGOING ARRANGEMENTS

The incoming tenant will be required to provide a rent deposit and satisfactory bank reference.

BUSINESS RATES (VOA listing 2010)

Description - Workshops & Warehouses
Rateable Value - £17,000 per annum

ENERGY PERFORMANCE CERTIFICATE

An Energy Performance Certificate will be available shortly.

FINANCE ACT 1989

Unless otherwise stated, all prices and rents are quoted exclusive of Value Added Tax (VAT).

VIEWING

For further information please contact the Sole Agents, Chesters Commercial Ltd:

Telephone: (01935) 415454

Email: david.foot@chesterscommercial.com

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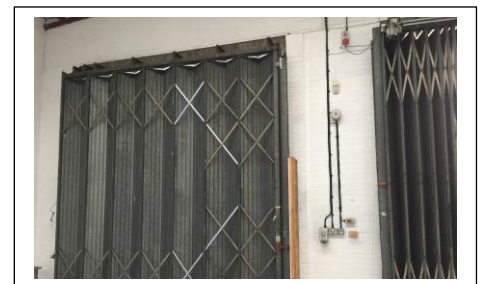


13 Buckland Road, Yeovil, Somerset, BA21 5HA

(FULLY REFURBISHED)

FOR SALE/TO RENT

Warehouse/Industrial Unit 854.4 sq m (9,100 sq ft). Good size yard/carpark. Suit trade counter use.



LOCATION

The property is centrally located on the Pen Mill Trading Estate. Buckland Road can readily be located by turning on to the estate at Tri UK. The property will be found on the left hand side after a short distance.

Other occupiers on Pen Mill include Screwfix, Bransons of Yeovil, Duffields Mills Ltd and Miles Tool & Machinery Centre.

LOCATION MAP



DESCRIPTION

The property comprises a refurbished warehouse with to the front a two storey office building.

In front of the unit is a good sized yard with car parking. In all the property is on a rectangular site of 0.45 acres.

- New insulated steel profile roof with natural lights
- New side cladding
- Resurfaced yard
- New lighting, floor coating and office fit out

ACCOMMODATION (Approx. gross internal area)

Warehouse	734	sq m	(7,900	sq ft)
Offices (2 storey)	89	sq m	(960	sq ft)
Warehouse mezzanine	22.4	sq m	(240	sq ft)
Total	845.4	sq m	(9,100	sq ft)

Eaves height 4.9m
2 goods loading doors each approximately 3.7m x 4.1m.

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SERVICES

The property benefits from mains, electric, water, drainage and gas. The warehouse is heated by way of a new gas fired blower and the offices centrally heated.

No tests have been carried out in relation to services, nor are we able to comment on their condition.

TENURE

The property is available to lease on terms to be negotiated or available to purchase.

RENT/GUIDE PRICE

Rent	£55,000 per annum
Price	Offers in excess of £550,000

LEGAL AND OTHER INGOING COSTS

Each party to be responsible for their own legal costs. The incoming tenant will be expected to provide a satisfactory bank reference and a quarter's rent deposit.

BUSINESS RATES (VOA listing Draft 2017)

Description	Warehouse and premises
RV	£25,750

ENERGY PERFORMANCE CERTIFICATE

An Energy Performance Certificate will be available shortly.

FINANCE ACT 1989

All prices and rents are quoted exclusive of Value Added Tax (VAT) which is chargeable.

VIEWING

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Email: david.foot@chesterscommercial.com

01935 415454

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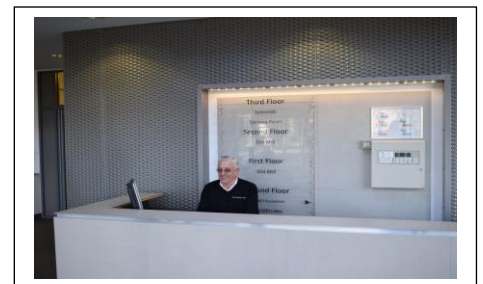
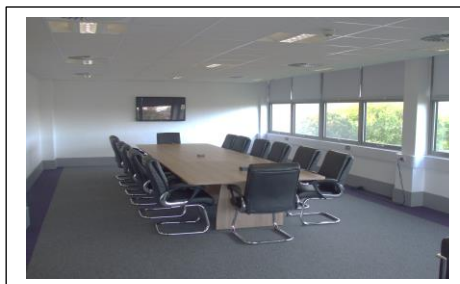
Chesters
Commercial



Maltravers House, Petters Way, Yeovil, BA20 1SH

TO LEASE

Office suites, available as a whole or by floor. Floors can also be divided.



LOCATION

Maltravers House is located at the southern end of Petters Way within 200 yards of Yeovil's town centre shopping area. The property is surrounded by mixed commercial and residential uses with a number of civic buildings in close proximity including the Magistrates Court, South Somerset District Council offices and the Octagon Theatre. Yeovil is situated 35 miles south of Bristol and the M5 Motorway is approx. 20 miles to the west.



DESCRIPTION

Maltravers House is a detached two wing four/five storey office building with a shared central service core with two 8 person lifts. The accommodation is predominantly open plan although can be partitioned if required. The building was refurbished in 2012 including new windows, a new front entrance hall and exterior redecoration.

The first and second floors of Block A, and the lower ground floor of Block B, are available as a whole or by floor. Floors can be divided. Air conditioning can be provided, if required, at an additional rent, terms to be negotiated. The internal photographs are of another suite to give an indication of the standard the accommodation can be refurbished to. Separate storage is available if required, terms to be negotiated.

LEASE

New effectively full repairing and insuring lease/s available on terms to be negotiated.

ACCOMMODATION

FLOOR	SIZE (sq ft)	SIZE (sq m)
First floor	4,640 sq ft	431.06 sq m
Second floor	4,369 sq ft	405.88 sq m
Lower Ground Floor	4,549 sq ft	422.61 sq m
TOTAL	13,558 sq ft	1,259.58 sq m

Consideration will be given to dividing floors to form suites from 145.61 (1,567 sq ft). There are a total of 23 allocated car parking spaces.

SERVICE CHARGE

A service charge is payable for communal maintenance and buildings insurance, further details available on request.

RENT

Rent on application, depending on specific tenants refurbishment requirements.

LEGAL AND OTHER INGOING COSTS

The incoming tenant to be responsible for the landlord's legal costs incurred in the transaction.

BUSINESS RATES (Draft 2017 Valuation)

To be assessed. As a guide the 3rd floor is currently assessed at £70 per sq m (RV)

ENERGY PERFORMANCE CERTIFICATE

The EPC rating for this property is D (78)

SERVICES

No tests have been carried out on any appliances or services at the premises and neither the owner nor their agents give any warranty as to their condition. Prospective occupiers should make their own investigations.

FINANCE ACT 1989

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VIEWING

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Email: david.foot@chesterscommercial.com

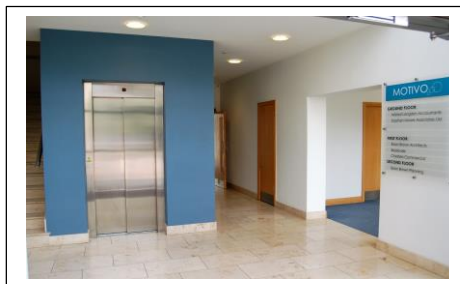
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Motivo, Bluebell Road, Alvington, Yeovil, Somerset, BA20 2FG

Grade A Office space in landmark building.
First floor office suite approx. 1,950 sq ft (181 sq m).
New lease available at £25,500 pa.

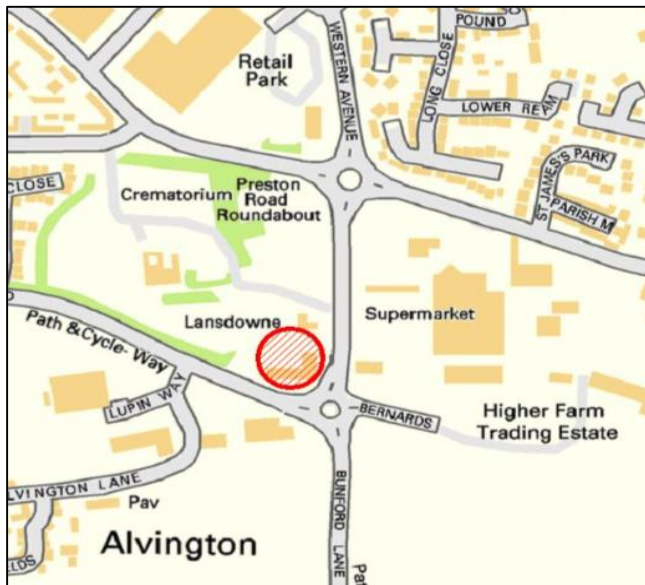


LOCATION

The property overlooks the roundabout at the junction of Alvington Road and Bluebell Road on the west side of Yeovil just to the south of the Houndstone Retail Park.

The area has established itself as one of the premier employment locations within the town. Significant occupiers within the area include Garador, Asda, the Airfield Tavern, Premier Inn, Yarlington and BAE.

LOCATION MAP



DESCRIPTION

The property comprises Grade A first floor office space. The suite is fitted out to a good specification including a suspended floor, CAT 5 wiring throughout, suspended ceiling and fully carpeted.

Motivo House is finished to an extremely high standard and arguably the most prestigious office building within Yeovil. The suite has allocated car parking for eight vehicles together with visitors spaces.

ACCOMMODATION (all areas are approximate).

- First Floor Suite - 180.71 sq m (1,948 sq ft)

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SERVICES

The property benefits from comfort cooling. There are extensive WC and shower facilities within the common areas at ground and first floors. There is a lift.

No tests have been carried out in relation to the services, nor are we able to comment on their condition.

TENURE / RENT

A new lease is offered at £25,500 pa.

SERVICE CHARGE

There is a service charge payable.

LEGAL AND OTHER INGOING COSTS

Each party to be responsible for their own costs in connection with the lease.

BUSINESS RATES (VOA listing 2010)

Description	Office & car parking
Rateable Value	£25,500

ENERGY PERFORMANCE CERTIFICATE

An Energy Performance Certificate will be available shortly.

FINANCE ACT 1989

VAT is payable on the rent and service charge.

VIEWING

For further information please contact the Joint Sole Agents, **Chesters Commercial Ltd**:

Telephone: (01935) 415454

Email: david.foot@chesterscommercial.com



Offices Suites – To Let

Rent £5 per square foot
Leasehold

Prestleigh House Yeovil, Somerset, BA20 1UW

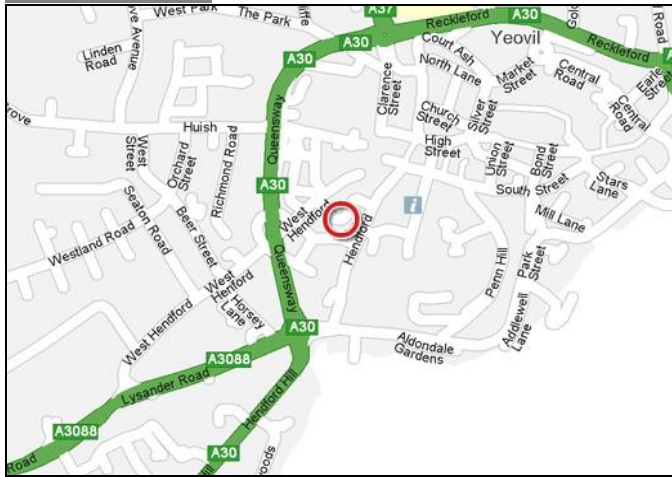
- First floor office suite with car parking
- Good profile in town centre location
- Approx. 989 sq ft (92 sq m)
- Car Parking included
- New flexible lease available

01935 415454

LOCATION

The property is situated in Hendford within the town centre. Hendford is the established office district of the town with a broad range of office occupiers including Albert Goodman, Chesterton Humberts, Somerset County Council and the NFU.

LOCATION MAP



DESCRIPTION

The property comprises a first floor office suite with shared WC facilities and a kitchen in a central service corridor.

The suite is self-contained.

There is a parking space provided.

ACCOMMODATION

(all areas are approximate)

Suite 1a (rear of building) approx. 989 sq ft (92 sq m)

SERVICES

The property has mains electricity, water and drainage. Heating is electric night storage.

No tests have been carried out in relation to the services, nor are we able to comment on their condition.

RENT AND SERVICE CHARGE

£5 per square foot rent plus £3 per square foot service charge

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H962 Ravensworth 0870 112 5306

BUSINESS RATES (Draft VOA listing 2017)

Description - Offices & premises
Rateable Value - £3,050

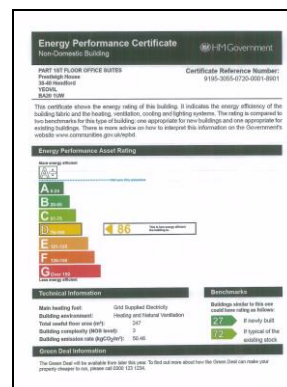
TENURE

Leasehold

USE CLASS

B1 - Offices

ENERGY PERFORMANCE CERTIFICATE



FINANCE ACT 1989

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VIEWING

For further information please contact the Sole Agents, **Chesters Commercial Ltd**,

Telephone (01935) 415454 or

Email: info@chesterscommercial.com



Units 1 & 2 Seaton Mews, West Hendford, Yeovil,
Somerset, BA20 2AG

TO RENT

Trade Counter/light industrial units. 5.6m eaves height.
Close to town centre. 32 allocated car parking spaces.
Available from August 2017.



LOCATION

The units are located off West Hendford, close to Lysander Road, approximately 0.5 miles from Yeovil town centre. Yeovil is an industrial and former market town with a resident population of 42,500 and offers a good range of recreational, educational and shopping amenities. The A37 and A30 bisect the town, whilst the A393 trunk road is accessible some 5 miles distant, providing access to Taunton and the M5 some 26 miles away. Two railway stations serve the town providing access to London/Waterloo and Bristol/Weymouth.



DESCRIPTION

Forming part of the former Douglas Seaton's vehicle repair workshop, these units represent fully refurbished light industrial units with B1/B8 planning use (actual proposed use(s) must be confirmed directly with the Local Planning Authority). The units benefit from good allocated car parking.

ACCOMMODATION

Units 1 & 2 are available together or separately. Unit 1 is current partly partitioned to form a number of individual offices/rooms and will be removed or may be available, if required. Scale plans of the current layout and site plan are available on request.

UNIT	SIZE (sq ft)	SIZE (sq m)
Unit 1	5,132 sq ft	476.8 sq m
Unit 2	5,825 sq ft	541.2 sq m
TOTAL	11,000 sq ft	1,021.9 sq m

SERVICES

All mains services are available.

No tests have been carried out in relation to services, nor are we able to comment on their condition.

LEASE

New full repairing and insuring lease/s, terms to be negotiated.

RENT

On application.

LEGAL AND OTHER INGOING COSTS

Ingoing tenant/s to be responsible for the landlord's legal costs incurred in the transaction.

BUSINESS RATES (Draft 2017 Valuation)

Description	-	Workshop & premises
Rateable Value (Current)	-	£53,500
Rateable Value (2017 Draft Valuation)	-	£80,500

The Rateable Value for Unit 3 will need to be separately assessed, estimated at £22,954 (2017 Draft)

ENERGY PERFORMANCE CERTIFICATE

The EPC rating for this property is D (80).

FINANCE ACT 1989

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Chesters Commercial Ltd

Development Appraisal

Bunford Park

Yeovil

Report Date: 14 June 2017

Prepared by NLJ

APPRAISAL SUMMARY**CHESTERS COMMERCIAL LTD****Bunford Park****Summary Appraisal for Part 1****REVENUE**

Sales Valuation	Units	ft ²	Rate ft ²	Unit Price	Gross Sales
Offices - single acre	1	16,000	£150.00	£2,400,000	2,400,000

NET REALISATION**2,400,000****OUTLAY****ACQUISITION COSTS**

Residualised Price		(1,846,880)		(1,846,880)	
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CONSTRUCTION COSTS

Construction	ft ²	Rate ft ²	Cost		
Offices - single acre	20,000	£160.00	3,200,000	3,200,000	
Contingency		5.00%	160,000		160,000

PROFESSIONAL FEES

Other Professionals		10.00%	320,000		320,000
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DISPOSAL FEES

Sales Agent Fee		2.00%	48,000		
Sales Legal Fee		0.50%	12,000		60,000

FINANCE

Debit Rate 6.250% Credit Rate 0.000% (Nominal)					
Total Finance Cost					26,880

TOTAL COSTS**1,920,000****PROFIT****480,000****Performance Measures**

Profit on Cost%	25.00%
Profit on GDV%	20.00%
Profit on NDV%	20.00%

IRR N/A

Profit Erosion (finance rate 6.250%) 3 yrs 7 mths

Chesters Commercial Ltd

Development Appraisal

Bunford Park

Yeovil

Single acre industrial

Report Date: 14 June 2017

Prepared by NLJ

APPRAISAL SUMMARY**CHESTERS COMMERCIAL LTD****Bunford Park****Summary Appraisal for Part 1****REVENUE**

Sales Valuation	Units	ft²	Rate ft²	Unit Price	Gross Sales
Industrial - single acre	1	17,500	£100.00	£1,750,000	1,750,000

NET REALISATION**1,750,000****OUTLAY****ACQUISITION COSTS**

Residualised Price		(402,615)		(402,615)
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CONSTRUCTION COSTS

Construction	ft²	Rate ft²	Cost	
Industrial - single acre	17,500	£86.00	1,505,000	1,505,000
Contingency		5.00%	75,250	75,250

PROFESSIONAL FEES

Other Professionals		10.00%	150,500	150,500
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DISPOSAL FEES

Sales Agent Fee		2.00%	35,000	
Sales Legal Fee		0.50%	8,750	
				43,750

FINANCE

Debit Rate 6.250% Credit Rate 0.000% (Nominal)				
Total Finance Cost				28,115

TOTAL COSTS**1,400,000****PROFIT****350,000****Performance Measures**

Profit on Cost%	25.00%
Profit on GDV%	20.00%
Profit on NDV%	20.00%

IRR 100.37%

Profit Erosion (finance rate 6.250%) 3 yrs 7 mths



Abbey Manor Group Limited

Bunford Park, Yeovil

**Yeovil office market
Strategic review and marketing
recommendations**

14 December 2007

Private and Confidential

01935-
424 251.

DTZ
Rivergate House
70 Redcliff Street
Bristol
BS1 6AL



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Executive Summary

- Yeovil has a population of approximately 75,700 within 10 kilometres which is similar in size to Bath.
- There is a large commercial base anchored around the Westland facility on the western edge of the town with the majority of the existing office stock comprising poor quality accommodation in the centre. Recent deals on the Lynx Business Estate show deals in the region of £15 per sq ft per annum rental and £150 - £160 per sq ft freehold.
- Pricing and rental levels for any new development would be in the order of £15 - £15.50 per sq ft and £160 - £170 per sq ft freehold.
- Design principles should be along the lines of a fully master planned estate at a density of 16,500 sq ft per net developable acre with a specification in accordance with the British Council for Offices Guidelines.
- Phase I should provide a variety of 2-10,000 sq ft terraced units with further Phases providing larger buildings which will become more common as the cluster effect increases together with the critical mass.
- A suggested rental of £15 - £15.50 per sq ft, with a rent free from 1.25 months – 1.75 months per term certain granted with a 9-18 month void period and yields between 6.5% - 7.5%. Freehold values to be in the order of £160 - £170 per sq ft.
- Marketing initiatives would include quoting terms of £16 per sq ft and various marketing tools incorporating; name, logo, strap line, boards, CGI's, mailer, brochure, technical pack, website, AA road signage, and agent awareness – budget £XX.
- Fees – on the traditional basis of 10% as a sole agent and 15% as a joint agent with a preliminary fee to be paid upfront on an hourly basis attributed to the design stage of the scheme and setting up of marketing initiatives. The preliminary fee would then be deducted from the first letting or sale fee submitted.



1 Office market overview

Yeovil has a population of approximately 75,700 within 10 kilometres of the town centre, with a population of 153,300 within 20 kilometres of the town centre.

When put in context, Bristol's population is approximately 410,000 with Bridgwater at 34,000, Bath at 85,000 and Weston-super-Mare 85,900. Currently therefore, Yeovil would be perceived to be closest in size to Bath. Approximately, 20.7% of the district workforce is aged between 30 and 44 with 20.4% being between the age of 45 and 59. There is a below average proportion of A B C1 and E social groups and more than average C2 grouping (Source: Focus).

Yeovil has a reasonably large commercial base anchored by the Westland facility on the western edge of the town centre. It is the dominant commercial centre for a significant section of Somerset and Dorset and is sufficient distance from Taunton not to be overly dominated.

The majority of the existing stock comprises poor quality accommodation in the town centre. The town centre office market is primarily focused on small suites above retail accommodation. Modern stock is found out of town.

Yeovil's two main employment areas, Lynx West Trading Estate and Houndstone Industrial Estate are characterised by a mixture of office, industrial/warehouse and showroom uses. Both employment zones benefit from convenient access onto the A3088 and a consistently high occupancy rates. The industrial and manufacturing sector represents an important employment source within the Yeovil area, dominated by the GKN Westland Helicopter Plant and RAF Yeovilton.

Recent office deals on the Lynx Estate include a unit of 3,500 sq ft achieving an agreed rental level of £15.00 per sq ft (psf) and £14.25 psf for a similar sized unit. Whilst the buildings were of slightly dated design, internally they were of reasonable specification including air-conditioning and Cat II lighting.

Prime office rents in Yeovil are around £15.00 per sq ft, for modern space up to 464.5 sq m (5,000 sq ft), with freehold deals between £150 - £160 per sq ft.

2 Pricing and Rental Levels

The limited amount of new build in Yeovil has restricted rental growth with second hand office accommodation transactions between £14.50 -£15.00 per sq ft in estates such as Lynx Business Park, with freehold prices circa £150 - £160 per sq ft. In comparison, other towns are as follows:

Bristol City Centre: £27.50 per sq ft
North Bristol/ M4/M5 Interchange: £22.50 per sq ft
Portishead: £15.50 per sq ft
Clevedon: £14.50 per sq ft
Exeter: £16.00 per sq ft
Yeovil: £15.00 per sq ft

The speculative freehold prices with vacant possession are as follows:

- Bristol City Centre: £300 per sq ft
- North Bristol: £250 per sq ft
- Portishead: £200 per sq ft
- Clevedon: £180 per sq ft
- Exeter: £190 per sq ft
- Yeovil: £150 - £160 per sq ft

3 Park Design Principals

We would strongly suggest that the entire Park is master planned from day one in order to provide a mix of sizes for today's occupier, including an office village and larger HQ buildings. From the existing master plan provided we have seen the layout lends itself well to separate industrial and office quarters. In an ideal world the offices and industrial areas would have separate accesses off the main road.

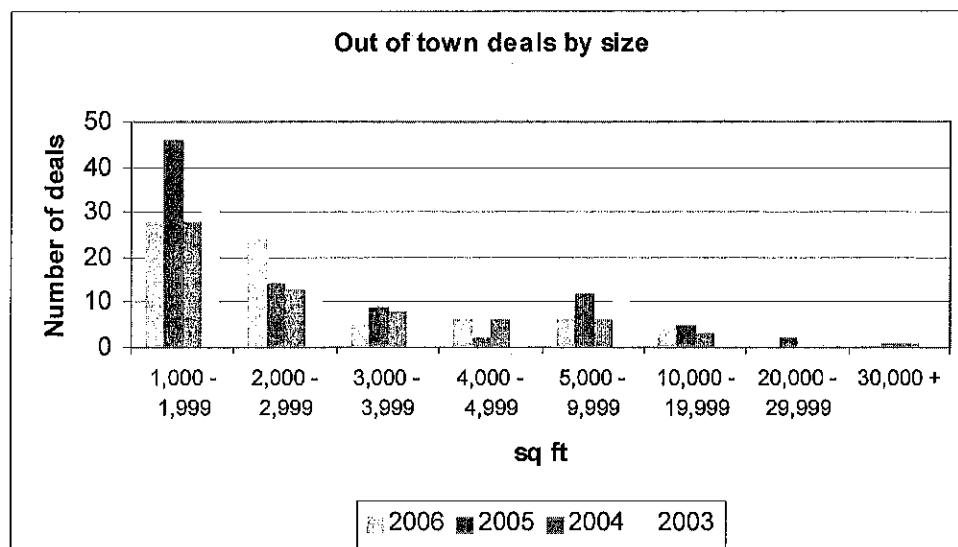
By comprehensively designing the master plan at the beginning of the project it provides comfort to incoming occupiers that the Business Park will be built out in a systematic manner which reduces potential issues on parking, estate maintenance, levels of landscaping etc.

The design and layout of the office accommodation should include the following principles:

- Contemporary design
- Large open plan office plates with minimal columns
- The ability to split the floors in two for future sub-lettings
- Designated secure car parking attributed to each office
- Each office to have its defensible space
- High quality landscaping, especially around the initial infrastructure
- The ability to let on a floor by floor or part-floor basis

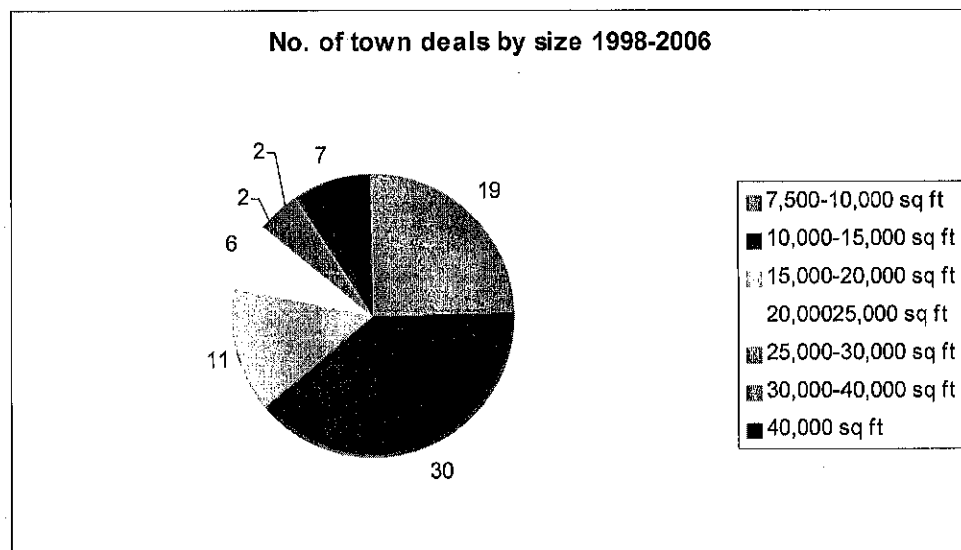
3.1 Density and Size

We would suggest that the density equates to 16,500 sq ft net per developable acre. We recommend this is achieved in Phase I with Phase II and further Phase densities to be reviewed once Phase I is underway.



You can see from the above graph that the most active part of the out of town market for Greater Bristol is for accommodation of below 5,000 sq ft. This is taken from an analysis of North Bristol, Clevedon and Portishead.

The following graph shows that demand above 7,500 sq ft highlights 63% of occupiers taking accommodation between 7,500-15,000 sq ft. The lack of data available to analyse Yeovil only allows us to predict these trends will occur in Yeovil as they have in towns such as Bath, Clevedon and Portishead. In light on the above, it is essential that Bunford Park is master planned to offer a variety of sizes to meet the demand of today's occupier. This can be done in the traditional manner by producing self-contained units of various sizes and/or by producing larger buildings that are capable of strata lettings on a floor-by-floor or part floor basis.



3.2 Specification

The office accommodation should be designed in accordance with the latest edition of the British Council for Offices Guidelines to incorporate as a minimum the following:

- 15,000 sq ft net or less two storey, above 15,000 sq ft net two or three storey
- Contemporary
- Gross net; 85%
- 1.5m grid
- BREEAM (very good) with 'optional excellence' on HQ sized buildings.
- Floor plates 9.0 – 18m depending on size of unit and air handling
- Parking: 1:300 sq ft net (subject to planning)
- DDA compliant
- Raised floors to floor plates over 4,000 sq ft
- 2.8m floor to ceiling height
- Suspended ceilings
- LG7 lighting or latest equivalent
- Carpeting at £20 per sq m fitted
- Air conditioning to buildings over 12,000 sq ft
- Optional retro fitting of air conditioning facility



- Floor boxes wired for power at 1.10 m² in those offices with raised floors
- Double parking capacity using cul-de-sac layout

4 Phase One

We would recommend therefore that the first Phase would provide a variety of 2-10,000 sq ft terraced units, which can be let individually or combined to produce a larger letting. Going forward, future Phases will be determined by the demand at the time although it is likely that larger buildings will become more common due to the cluster effect. Within the existing master plan an office village area is shown to the east of the estate road which would made an ideal starting point.

5 Appraisal Details

5.1 Rental

For appraisal purposes under current market conditions we suggest a rental of £15 - £15.50 per sq ft per annum.

Rent Free

The level of rent-free will depend upon the procurement timescale. The following rent-free periods are likely to be required in the current market:

Pre let:	1.75 months rent-free per term certain granted
Under Construction:	1.5 months rent-free per term certain granted
Existing:	1.25 months rent-free per term certain granted

5.2 Void Period

9-18 months from practical completion depending on the final design, layout and timing.

5.3 Phasing

In order to provide a critical mass and cluster effect on Bunford Park we would suggest that two buildings are speculatively constructed within the first Phase around the a courtyard of up to 20,000 sq ft. Typically smaller occupiers are reluctant to commit to a pre-let of buildings of less than 10,000 sq ft. Alternatively a pure pre-let campaign could be adopted.

5.4 Yield

On the basis of securing the following lease lengths with appropriate covenants we would suggest working on the basis of the following net initial yield profiles.

Lease length:	0-5,000 sq ft ten year lease (five year break clause)	circa 7.5%
Lease length:	5-10,000 sq ft ten year lease (five year break clause)	circa 7.5%
Lease length:	10,000-15,000 sq ft 15 year lease (ten year break)	circa 7%
Lease length:	15,000-20,000 sq ft plus 15 year lease (ten year break)	circa 7%
Lease length:	20,000 sq ft plus 15 year lease.	Circa 6.5%



5.5 Vacant Possession Freehold Prices

From our experience in dormitory towns such as Clevedon and Portishead, together with Peasedown St John near Bath, the estimated freehold price for vacant possession would be in the order of £160 - £170 per sq ft. This would be for non air-conditioned offices, subject to final design and specification.

6 Marketing

Yeovil currently does not have a recognised out of town office park. It is critical that Bunford Park emerges quickly as the premier office park within the town and that it steals the lime light of any other development coming forward.

6.1 Objectives

- To show deliverability of the offices to occupiers
- To be the highest profile and quality office park within Yeovil
- To provide high quality office buildings to meet today's occupier to provide a contemporary modern image within the cost perimeters
- To meet today's office occupier needs
- A real alternatives to Clevedon, Portishead, Bridgwater, Taunton, Weston Super Mare, Exeter and North Bristol
- To use the economic rental and price differentiator to gain occupiers

6.2 Unique Selling Points

- Price differentiator to Taunton, Weston Super Mare, Exeter
- Accessibility to the M5
- Accessibility to the mainline railway station to London Waterloo (2hrs.30min)
- Master planned environment
- Premier Business Park in Yeovil

6.3 Quoting Terms and Marketing Policy

Quoting rental £16.00 per sq ft per annum

Lease length: 0-5,000 sq ft ten year lease (five year break clause)
Lease length: 5-10,000 sq ft ten year lease (five year break clause)
Lease length: 10,000-15,000 sq ft 15 year lease (ten year break)
Lease length: 15,000-20,000 sq ft plus 15 year lease (ten year break)
Lease length: 20,000 sq ft plus 15 year lease.

6.4 Marketing Tools

In order to achieve these objectives and convey the unique selling points a variety of marketing tools are required on a two-tier approach.

Firstly an awareness campaign, to raise the profile of the Park and provide the key message of deliverability.



This would be achieved using various marketing tools during the pre-letting stage. [From planning application to practical completion of any speculative built office]. These would include:

i. Name

We understand the name Bunford Park is agreed. I would suggest the word 'business' may be incorporated – Bunford Business Park.

ii. Logo and Strapline

Traditionally a hard-hitting logo which is eye catching would be developed in line with the name to compliment the brand. A strap line is required to support the name.

Budget £500

iii. Boards

The humble 'To Let' board continues to be the most economical form of advertising and the larger the better.

Budget £2,000

iv. CGI's

In order to promote the park for pre-let opportunities we would need to provide the message of deliverability. In today's market place, computer generated images of the proposed master plan and first Phase together with individual buildings are a good way to convey what the architects have in mind for the completed park. We have in the past used old-fashioned traditional models, which were initially produced to gain planning consent but were then incorporated in to the marketing campaign and provide occupiers and agents with a scaled tangible scheme.

Budget £2,000

v. Mailer

Prior to the receipt of detailed planning consent of the first Phase a variety of messages will need to portrayed to the market, both agents and influences alike. An interim brochure would be required which traditionally is a two page full colour A4 card with a CGI. In addition a more designed teaser or two, of unusual shape and configuration could be mailed to highlight items such as receipt of planning, start of construction on site, etc.

Budget £3,000

vi. Brochure

Once detailed consent has been received, a main brochure will be required due the majority of occupiers still preferring a hard copy than electronic. The brochure will incorporate details of the overall park, master plan, Phase I scheme, elevations, CGIs, area schedules and generally highlight local amenities, travel times etc.

Budget £4,000



vii. Technical Pack

In order to achieve a successful pre-let the occupier will require a precise specification together with the scaled floor plans to A3, space planned solutions, lighting layouts, electrical conduits etc. This would be incorporated in to an A3 in house bound pack.

Budget £750

viii. Website

Due to the size of the Business Park and the requirement for instant information, a website designated for the park would be required which would provide key information, the majority of which would be taken from the work carried out to produce the main brochure. The website would need to be interactive in order to allow contact with the agents together with various download facilities such as plans etc. The website could be easily updated and maintained as the development progresses.

Budget £3,000

ix. AA – Road Signage

In order to highlight the awareness of the park, the AA provide temporary yellow directionary signage which we could apply for to steer occupiers and influences towards the park. This is a relatively cost effective method of raising the parks profile although there are various criteria that have to be met in order for the AA to agree to this initiative.

Budget £1,500

x. Agent Awareness

Typically an occupier requiring above 2,000 sq ft of office accommodation will employ at some stage an agent to either broker or search for office premises. It is critical that the agency community in Bristol, Weston Super Mare, Bridgwater, Exeter and surrounding towns are not only fully aware of what is proposed for this scheme but also to ensure that they are consistently updated on the progress of the park and any stage in the marketing they are able to say to their potential clients exactly what is happening on the park.

The agent awareness campaign would traditionally be a variety of events and we would suggest that on receipt of detailed consent, an agent's launch is organised at a suitable venue to accommodate circa 35 agents. Traditionally a longevity gift is provided to the attendees in order to entice them into attending the event. Items such as a bottle of wine, paperweight, calculator, shirt, ipod, have all been used this year to entice agents to come to a launch.

Budget £2,500

6.5 Marketing budget summary

Name	£0
Logo and strapline	£500
Boards	£2,000
CGI's	£2,000
Mailer	£1,500
Brochure	£4,000
Technical pack	£750
Website	£3,000
AA Road signage	£1,500
Agent awareness	£2,500
Total	£17,750

The above is a wish list of marketing initiatives that we would like to discuss with you and can be used to various extents depending on budget. Traditionally the marketing budget for a scheme of this nature would equate to approximately one weeks rent of the entire scheme. The proportion of the marketing budget to be spent is weighted towards the launch of any first Phase due to the amount of marketing initiatives that need to be initiated for the park as a whole.

7 Fees

Our fees would be on the traditional sole agency basis of 10% of the annual rental disregarding any incentives and agreed disbursements. On a freehold sale, sole agency basis, our fees would be in the order of 1.5% again, disregarding any incentives or agreed disbursements. We would reserve the right to charge any reasonable out of pocket expenses.

On a joint agency basis, our fees would be based on 15% of the agreed annual rental, disregarding incentives and agreed disbursements. Our fees on freehold sales on a joint agency basis would be 2%. Both joint agency fees would be shared equally between the agents. We would reserve the right to charge any reasonable out of pocket expenses.

A preliminary fee of £150 per hour for a Director and £100 per hour for a surveyor would be attributed during the design stage of the scheme and to set up the marketing initiatives until receipt of detailed consent.

The preliminary fee would then be deducted from the first letting or sale fee submitted.

8 Conclusions and Recommendations

Yeovil is not a recognised premier office location to date and will compete against other dormitory towns such as, Taunton, Weston-Super-Mare, Exeter, and Bristol. There has been a limited amount of new development within the town which has restricted rental growth, providing headline rentals at £14.50 - £15 per sq ft per annum.

Due to the demands of today's office occupier a variety of new well specified office accommodation of sizes between 2-10,000 sq ft would be of interest to local occupiers and an office village style of development as Phase I would be recommended to be integrated with the other industrial and hotel developments.



In order to provide a successful development, key marketing initiatives and master plan design together with a detailed planning consent would be required in order to ensure that Bunford Park is the premier business park within the area.













Bunford Park
Yeovil's premier business location

A development by

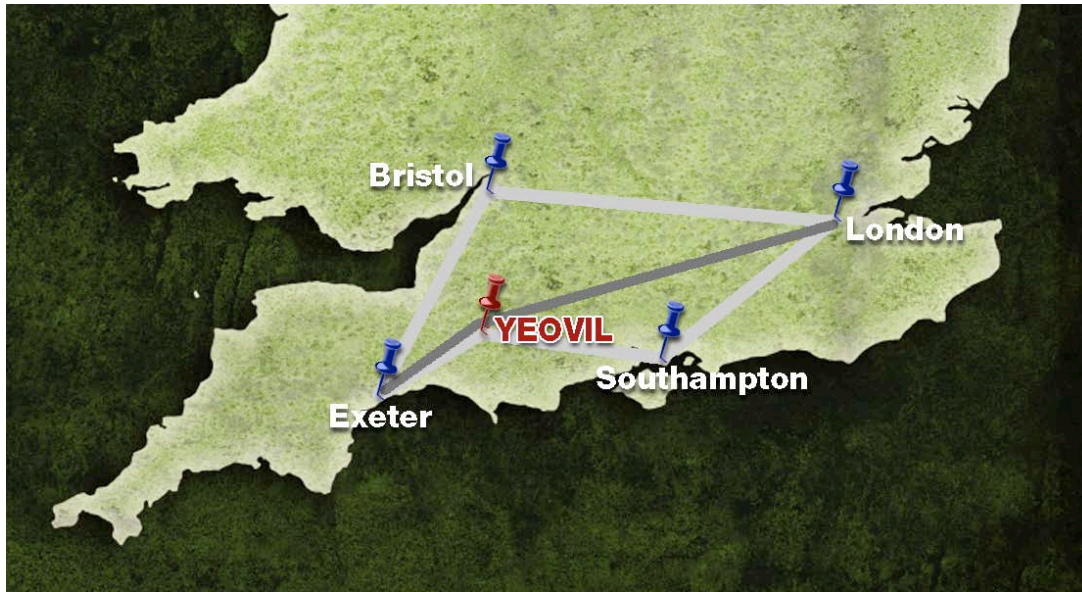


Abbey Manor Group

- The **South West's** leading property company.
- 2.25 million sq ft development pipeline.
- Associated **£50 million property investment portfolio**, business and conferencing centre and waste management facilities.



Regional location: **South West**



YEOVIL

has excellent connectivity to

- Bristol**
- Exeter**
- London**

	Distance (Miles)	Drive Time	Train Time	Drive to Airport
Bristol	40	1Hr 15 mins	1hr 47 mins (No changes)	1hr 30 mins
Exeter	50	1Hr 20 mins	52 mins (No changes)	1hr 15 mins
London	130	2Hr 45 mins	2hr 29 mins (No changes)	2hr 30 mins

Data supplied by Multimap.co.uk and thetrainline.com

Presented on: Friday 8th February 2008

A development by:



Planning Context



Proposal: ME/WECO/1

Land off Bunford Lane, Yeovil (approximately 16.5 hectares/40.8 acres) is allocated for employment development to provide a high quality business park for uses within B1 of the Use Classes Order.

Extract from **The Yeovil Adopted Local Plan 2006**

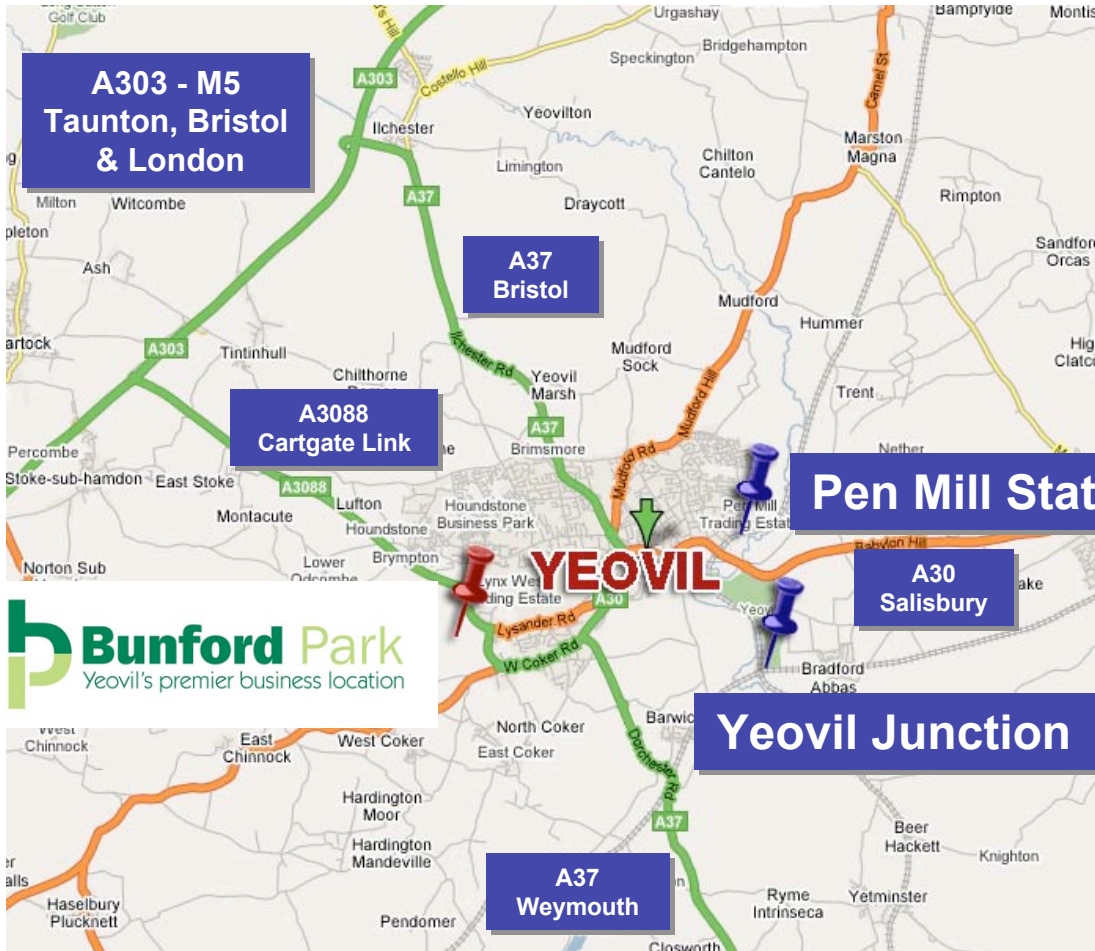
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Abbey Manor Group

District location: **Somerset**



...has direct routes to
**A3088, A303, A37,
A30 & M5**

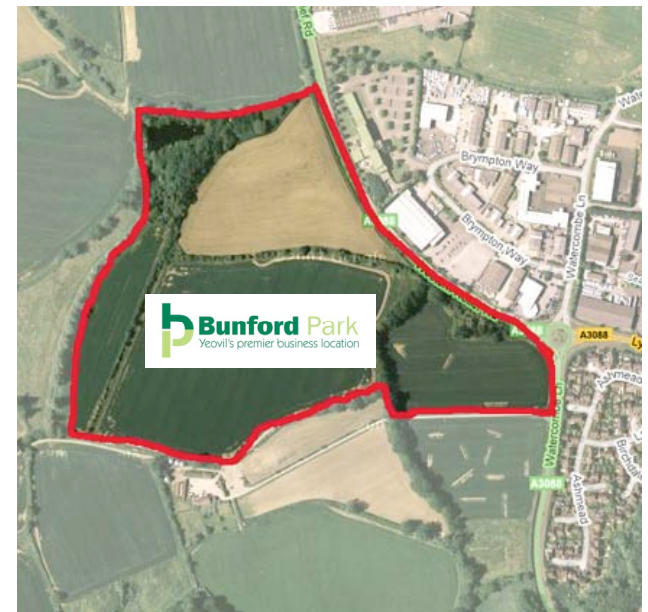
A30	1 min
A3088	1 min
A37	8 min
A303	12 min
M5	40 min

Presented on: Friday 8th February 2008

A development by:



Site location: **Yeovil**



Presented on: Friday 8th February 2008

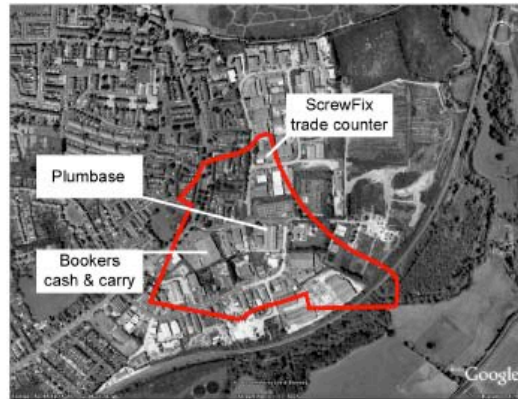
A development by:



Scaling: **Yeovil's Trading Estates**



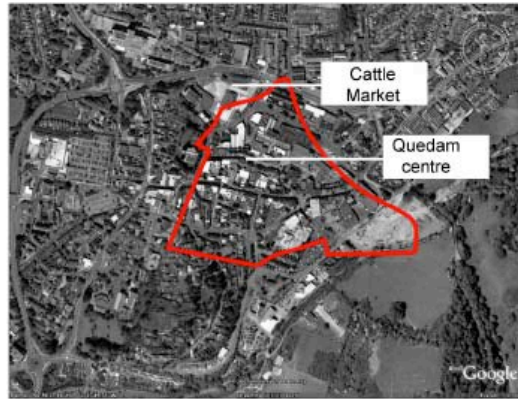
THE SITE



PENN MILL



HOUSTONE



YEOVIL TOWN

Size comparisons between current Trading Estates locations in Yeovil

Presented on: Friday 8th February 2008

A development by:



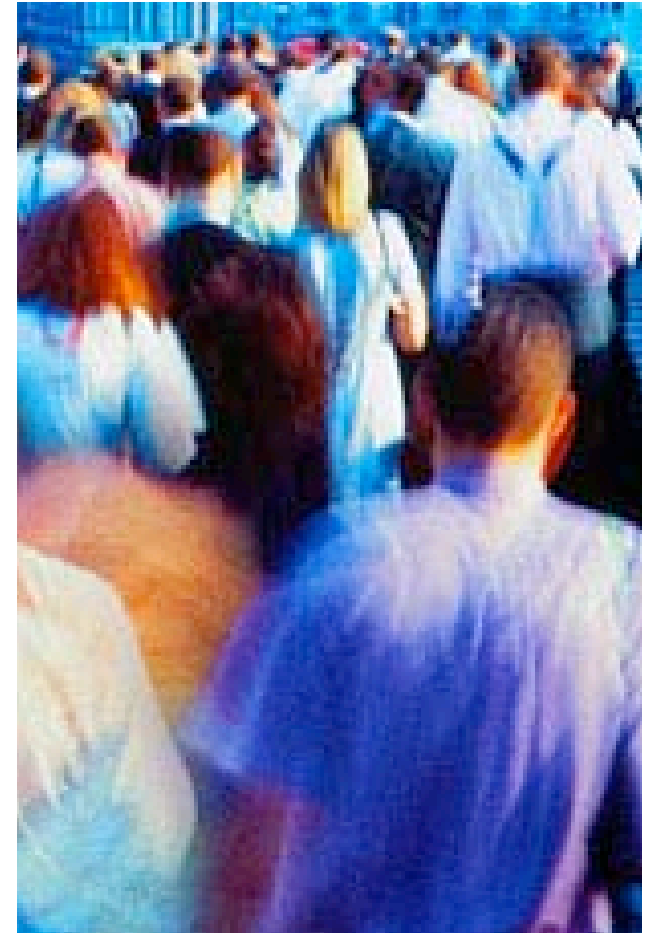
About: **Yeovil's Population**



Yeovil (20 Minute contour)

Base: Great Britain

	People	%
Total Population:	70,129	100.0
Categories:		
1. (Highest income)	19,427	27.7
2.	2,343	3.3
3.	23,163	33.0
4.	12,215	17.4
5.	10,393	14.8
6. (Lowest income)	2,588	3.7

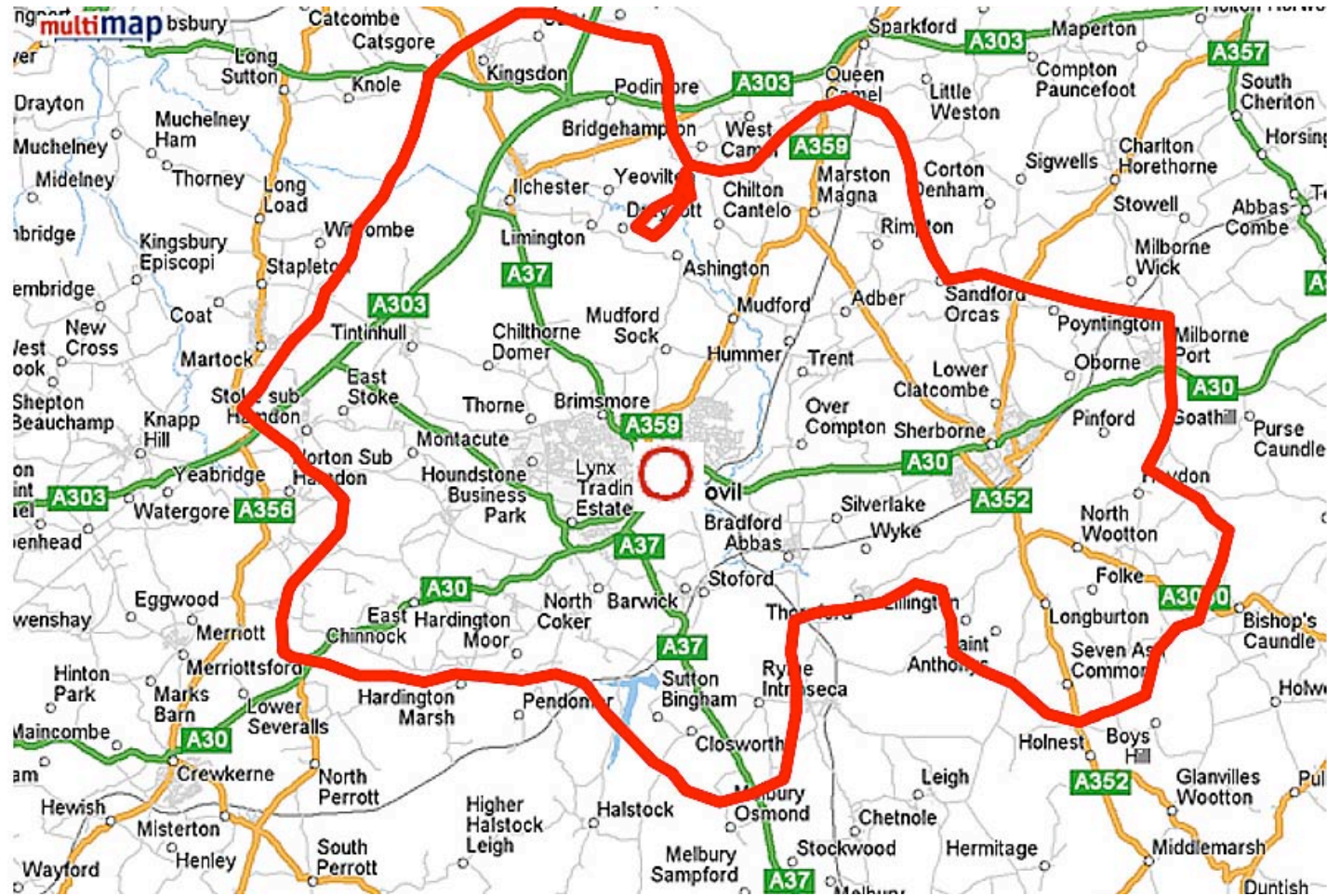


Presented on: Friday 8th February 2008

A development by:



20 Minute Contour



Yeovil

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A development by:



Yeovil: **The Opportunity**



Yeovil's employment has historically evolved
In a piecemeal and sporadic way.



Historic Town Centre



Pen Mill Trading Estate



Lynx Trading Estate



Houndstone Trading Estate



Lufton Trading Estate



Alvington

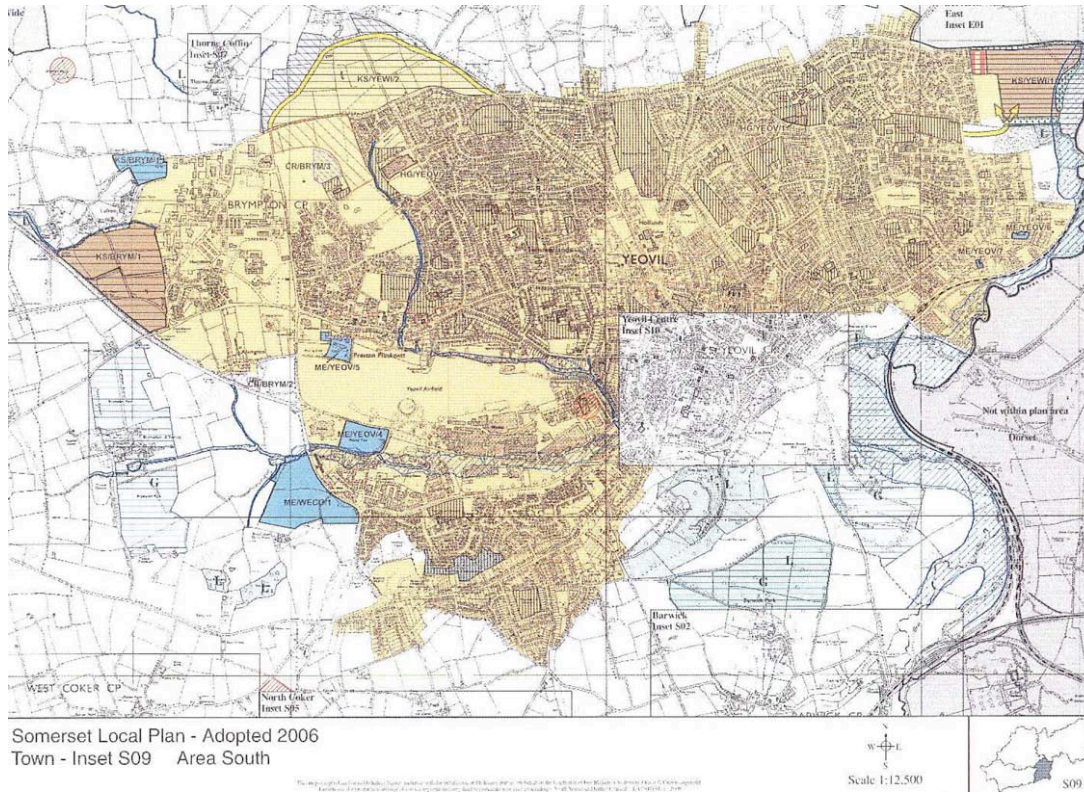
Yeovil's ongoing business success...
Deserves and Requires a New Approach.

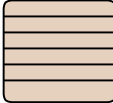

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Yeovil: **The Future**



-  Residential Growth
-  Employment Growth

Yeovil's Future Growth Map

Presented on: Friday 8th February 2008

A development by:



Welcome to **The Future**

Presented on: Friday 8th February 2008

A development by:



Abbey Manor Group



Bunford Park
Yeovil's premier business location

Presented on: Friday 8th February 2008

A development by:



Abbey Manor Group

Key elements: **The Future**



- **40 Acre Site**
- **Range of Employment Uses - up to 600,000 sq. ft**
- Retained mature landscaping
- Extensive new planting
- Substantial on and off site highway works



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Abbey Manor Group

USP's



Comprehensive master plan approach

- **Managed business environment**
- management company
- **High quality landscaping (retained & new)**
- **On-site parking**
- **Public transport**
- **Local centre**
- business hotel and local services
- **Consistent pallet of building materials**
- **Local highway improvements**



Presented on: Friday 8th February 2008

A development by:



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4 Character Areas

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Abbey Manor Group

1.

Road Side Campus

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Abbey Manor Group

Road Side Campus



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A development by:



Road Side Campus



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2.

Technical Park

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Technical Park



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A development by:



Technical Park



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A development by:



3.

Technical Village

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Abbey Manor Group

Technical Village



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A development by:



4.

Central Facilities

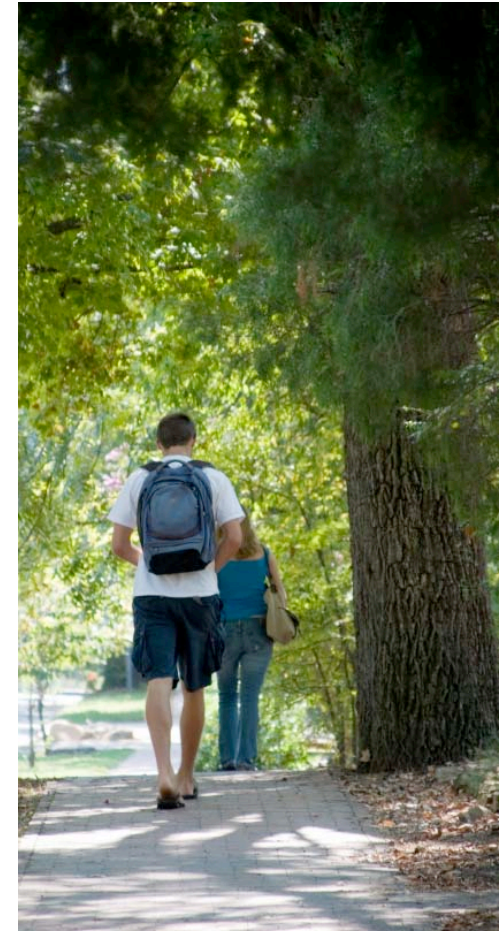
Presented on: Friday 8th February 2008

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Central Facilities



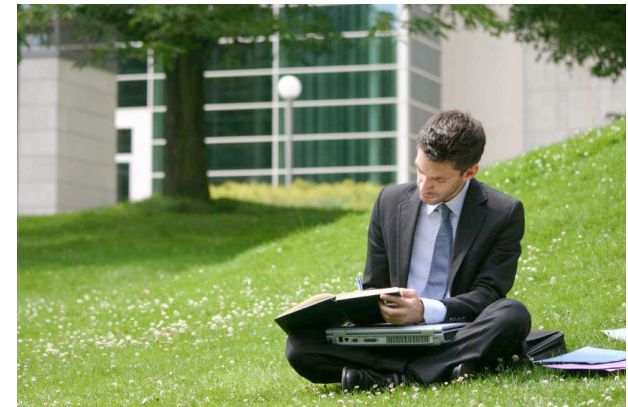
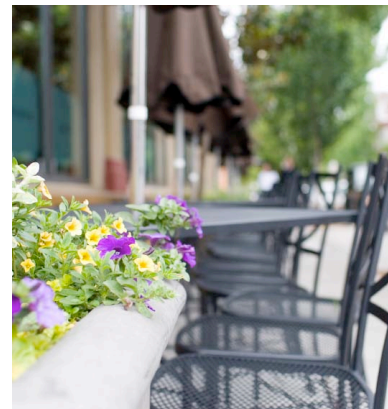
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A development by:



Central Facilities

Bunford Park
Yeovil's premier business location



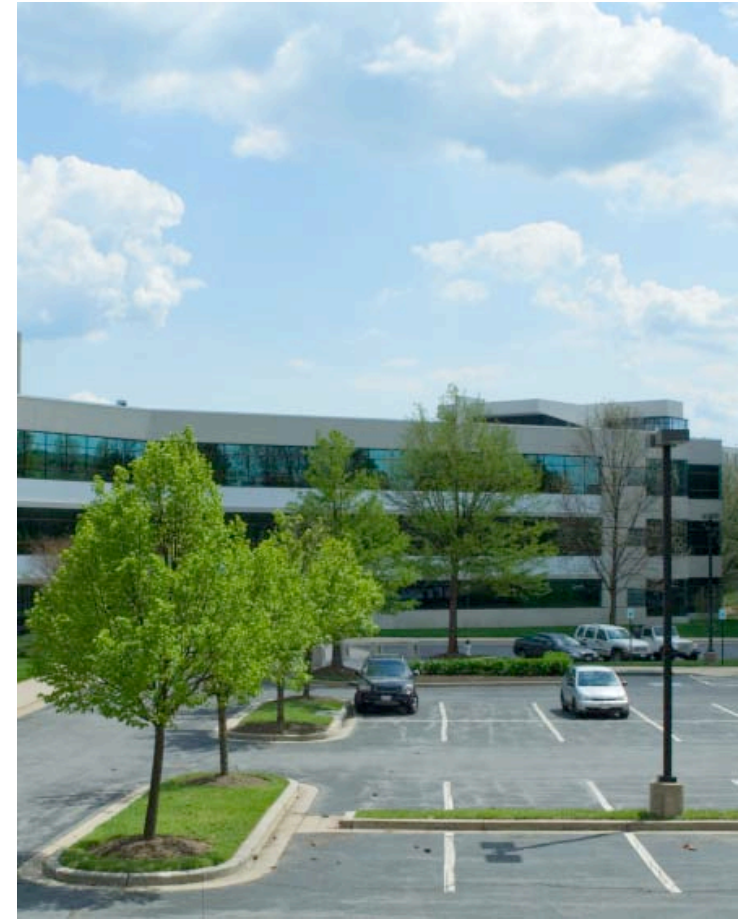
...what Bunford Park might look like

Presented on: Friday 8th February 2008

A development by:



Site Parking

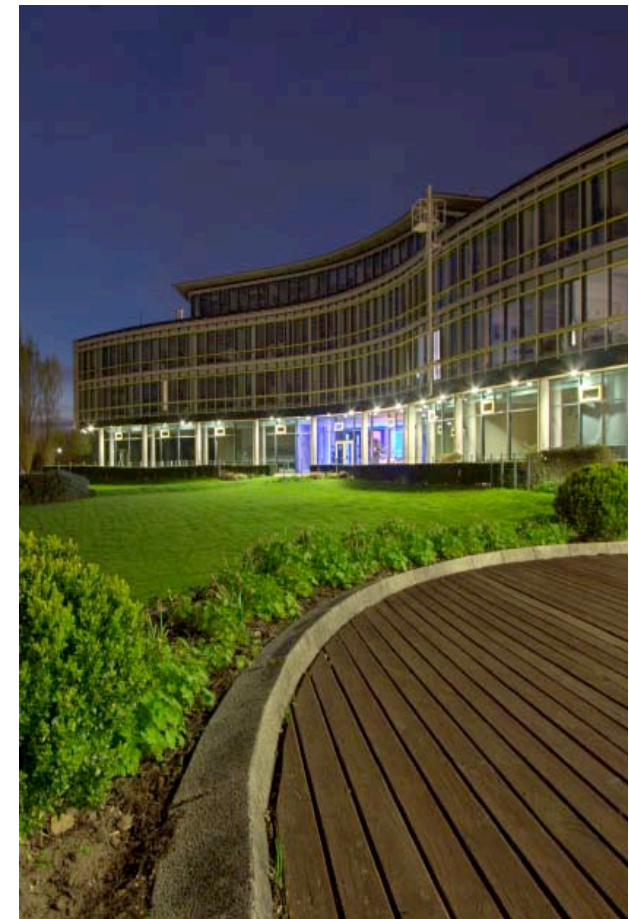


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A development by:



Potential Phase 1



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A development by:



Expected Timeline

- **May 2007** - Public consultation
 - **16 November 2007** - Outline application submitted- 07/05341/OUT
-
- **Summer 2008** - Secure outline consent
 - **Autumn 2008** - Submit detailed Phase 1 application
 - **Early 2009** - Secure detailed consent on Phase 1 &
- Commence construction on Phase 1
 - **Early 2010** - Delivery of Phase 1



Meet The Agents



Phil Morton



Nigel Jones

Presented on: Friday 8th February 2008

A development by:



Welcome to: **The Future**



Bunford Park
Yeovil's premier business location

**Any
Questions?**

Presented on: Friday 8th February 2008

A development by:



Abbey Manor Group



A Business Lifestyle

Presented on: Friday 8th February 2008

A development by:



Abbey Manor Group



Abbey Manor Group

Welcome to **Abbey Manor Group**

Presentation by **Jason Mills, Executive Director, Abbey Manor Group**

Friday, 19 March 2010.

The word 'Somerset' is written in a light blue, cursive script. Below the letters, there is a decorative, wavy line that resembles a stylized horizon or a wave.



Who we are...

Four elements to our business:





Property Investment



Serviced Office & Conferencing



Waste Management



Property Development





NHS • LYNX BARTEC • PC WORLD • ALLIED CARPETS • AUDI

Property Investment

Mixed-use investment portfolio stretching across
SW England, with a concentration in Yeovil.

Somerset





Serviced Office & Conferencing

We operate a serviced office and conference business here at The Abbey Manor Business Park

Somerset





Waste Management

YPH operates Yeovil's only waste transfer station,
Serves Commercial, Industrial and Domestic
Customers.

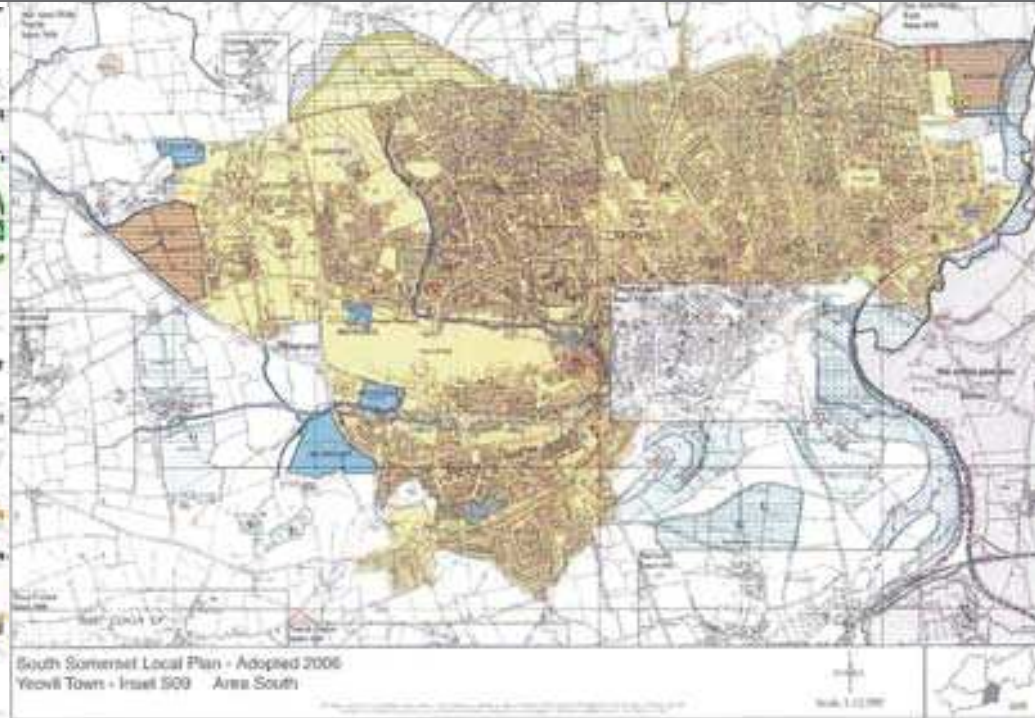




Property Development is our main business

Abbey Manor's development pipeline includes over
1.5 million sq.ft of commercial floor space





The Local Market

Geography

Economy

Future Plans





Business Parks & Offices Developments

Bunford Park, Yeovil

Weston Gateway, Jct.21 M5

Solstice Park, A303





Industrial & Distribution

Seafire Park, Yeovil

Minster Park, Ilminster

Solstice Park, Amesbury





Delivery

South Somerset has a great USP. It combines:

- ▶ Excellent communication links
- ▶ Skilled workforce
- ▶ Beautiful place to live and work
- ▶ Good availability of quality development sites.





Delivery

In **Abbey Manor** you have a well established & experienced development company with some great sites Into Somerset can introduce the occupiers and tenant.

Together we can ensure that

'Somerset is where you & your business can grow'



enquiry No.	date	use	size	Freehold/ Leasehold	Introduced By	reason for rejection of Bunford Park if any
1	Sep-07	Aerospace Manufacture	100,000 sq ft	Freehold	SWRDA	B8 uses would not fit into the approved permission for this site
2	Oct-07	Storage requirement	10,000 sq ft	Freehold	regional Agent	B8 uses would not fit into the approved permission for this site
3	Oct-07	offices	1,500 sq ft	Leasehold	Direct	new CO failed to started
4	Oct-07	offices	2,500 sq ft	Freehold	Direct	length of time to deliver
5	Nov-07	offices	3,000 sq ft	Freehold	Direct	took second hand space in town centre
6	Dec-07	Hotel and Pub/Restaurant	2 acres	Freehold	National Agent	length of time to deliver
7	Jan-08	Veterinary Practice	5,000 sq ft	Freehold	National Agent	length of time to deliver
8	Jan-08	Sorting office	4 acres	Freehold/ Leasehold	National Agent	length of time to deliver
9	Mar-08	car wash	0.3 acres	Freehold/ Leasehold	Direct	length of time to deliver
10	Jun-08	Hotel and pub/restaurant	1-2 acres	Freehold	National Agent	length of time to deliver
11	Sep-08	B8 distribution	35,000 sq ft	Leasehold	National Agent	
12	May-09	Timber trade sales	2,000 sq ft	Leasehold	Local Agent	length of time to deliver
13	Jun-09	catering business	500 sq ft	Leasehold	Direct	length of time to deliver
14	Jul-09	Hotel	60 beds	Freehold	National Agent	length of time to deliver
15	Jul-09	motosport	unspecified	Freehold/ Leasehold	Direct	
16	Dec-09	manufacture and distribution	20,000 sq ft	Freehold	Into Somerset	B8 uses would not fit into the approved permission for this site
17	Jan-10	B8 unit	40,000 sq ft	Freehold/ Leasehold	Local Agent	B8 uses would not fit into the approved permission for this site
18	Jan-10	B8 unit	35,000 sq ft	Freehold	National Agent	B8 uses would not fit into the approved permission for this site
19	Feb-10	B8 unit	10,000 sq ft	Freehold	National Agent	B8 uses would not fit into the approved permission for this site
20	Feb-10	Warehouse	5,000 sq ft	Leasehold	Into Somerset	B8 uses would not fit into the approved permission for this site
21	Mar-10	offices	10,000 sq ft	Leasehold	Local Agent	enquiry went away
22	Apr-10	offices and training	10,000 sq ft	Leasehold	Local Agent	length of time to deliver
23	May-10	Offices	50,000 sq ft	Leasehold	Local Agent	required M5 Location
24	Dec-10	yeovil Sports Zone		Freehold	SSDC	site identified but no further action
25	Dec-10	offices	15-20,000 sq ft	Leasehold	Direct	
26	Jan-12	Automotive	4 - 5 acres	Freehold	National Agent	length of time to deliver
27	May-12	offices	3,000 sq ft	Freehold	Direct	stayed in town centre
28	Nov-12	childcare	1,200 sq ft	Leasehold	Direct	satisfied elsewhere
29	Aug-13	pub restaurant	2 acres	Freehold	Regional Agent	length of time to deliver
30	Dec-13	Retail and Roadside	6 acres	Freehold	National Agent	A class uses do not fit into existing permission
31	Feb-15	undisclosed		Freehold	Direct	length of time to deliver
32	Feb-15	B8 unit	2 acres	Freehold	National Agent	length of time to deliver
33	Apr-16	Automotive	20,000 sq ft	Leasehold	Website	length of time to deliver
34	Jun-16	Automotive	2 acres	Freehold	Direct	enquiry went away
35	Jun-16	Automotive	1 acre	Freehold	National Agent	requires A303 location
36	Feb-17	Retail	6 acres	Freehold	Regional Agent	
37	Feb-17	plant hire	1 acre	Freehold	Direct	length of time to deliver

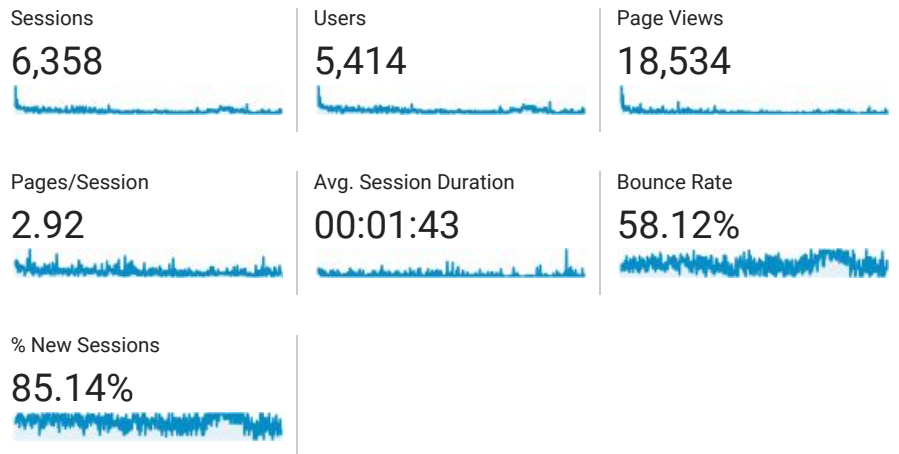
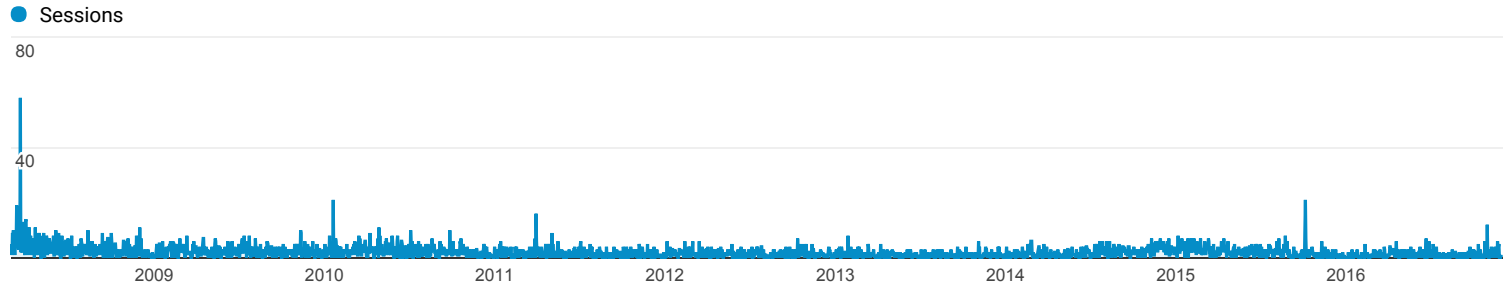


1 Mar 2008 - 30 Nov 2016

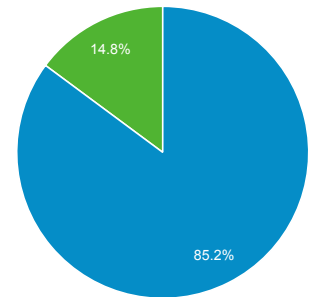
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	3,742	58.85%
2. en-gb	1,190	18.72%
3. pt-br	462	7.27%
4. ru	123	1.93%
5. en	80	1.26%
6. it-it	67	1.05%
7. es-es	62	0.98%
8. (not set)	44	0.69%
9. nl	44	0.69%
10. pl	44	0.69%

Chesters Commercial

Chesters Commercial Limited

First Floor

Motivo House

Bluebell Road

Yeovil

Somerset

BA20 2FG

T: 01935 415454

E: info@chesterscommercial.com

www.chesterscommercial.com

