
Marketing Report

Yr Hen Fanc
New Road
Glyn Ceriog
Llangollen
LL12 7HE

Prepared for:



Roger Parry &
Partners LLP

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The logo for Roger Parry & Partners, featuring the company name in yellow text on a dark blue background, with a yellow diagonal stripe at the bottom.

Roger
Parry
& Partners

1. Introduction

This marketing report is submitted with the planning application. The report should set out the details of the marketing that has been undertaken and demonstrate that there is no market demand for the premises in their current use.

Vacant or under-used premises or sites should be continuously marketed under their existing use for the minimum period of time requested, in the case 6 months of marketing was requested.

The marketing should use a variety of media and outlets to attract potential occupiers. Dated copies of all sales literature, and in the case of marketing boards, dated photographs, will be required in the marketing report in order to demonstrate a sustained marketing effort.

2. The Planning Application

A planning application was submitted in July 2022 for the conversion on an existing shop into a residential dwelling (P/2022/0621). The building in question is Y Hen Fanc, New Road, Glyn Ceiriog and until recently has been used as a saddlery shop for the clients business. The client has since re located their equestrian business and wishes to convert the building into a residential property.

The application was presented to 7th November 2022, the committee report concluded:

'The proposal would result in the loss of a local retail/commercial facility and no evidence based justification has been provided to suggest that the business is no longer viable. The change of use is therefore considered to be contrary to policy S9 of the UDP. Furthermore, the potential long term harm that would be caused to the settlement through the loss of this shop, is not considered to be outweighed by the limited benefits associated with the creation of one single residential unit, or by any other material considerations'

Permission was proposed to be refused with the following reason:

1. Insufficient information has been submitted to demonstrate that the continued use of the building for retail/commercial premises is no longer viable and that adequate steps have been taken to market the premises as such. In the absence of this information, it is considered that the development would prove harmful to the social and economic fabric of the locality and does not accord with policy S9 of the Wrexham Unitary Development Plan.

The committee members voted to defer the application to allow a six-month period of marketing to take place, following this the application could be determined.

See below confirmation emails from the planning officer Sarah Hill:

*From: Sarah Hill <Sarah.Hill@wrexham.gov.uk>
Date: 10 November 2022 at 11:55:26 GMT
To: Richard Corbett <richard@rogerparry.net>
Subject: Planning application P/2022/0621 - Y Hen Fanc, New Road, Glyn Ceiriog, LL20 7HE*

Hi Richard,

I write with regard to the current planning application (ref: P/2022/0621) for Y Hen Fanc which was considered by the Planning Committee on Monday 7th November 2022.

Members voted to defer the application to allow a six-month period of marketing to take place, therefore at present the application cannot be determined.

I would be grateful if you would let me know no later than 4pm on Wednesday 16th November whether your client intends to undertake the marketing exercise. If they do intend to undertake the marketing exercise, the application can be held in abeyance until a full six-month period has been undertaken. I would be grateful if you would inform me as to when the marketing begins.

If your client does not wish to undertake a marketing exercise, the application will be passed back to the Planning Committee at a forthcoming meeting for them to determine it in its current form.

I look forward to hearing from you.

Regards

Sarah.

*Sarah Hill
Swyddog Cynllunio/Planning Officer
Cynllunio a Rheoleiddio/Planning and Regulatory*

*From: Lyndsey Fisher <lyndseyfisher@rogerparry.net>
Sent: 17 November 2022 14:00
To: Sarah Hill <Sarah.Hill@wrexham.gov.uk>
Cc: Richard Corbett <richard@rogerparry.net>
Subject: RE: Planning application P/2022/0621 - Y Hen Fanc, New Road, Glyn Ceiriog, LL20 7HE*

Good Afternoon Sarah,

Please see below evidence the site has been marketed. Can you please confirm you are happy?

Many Thanks

<https://www.rightmove.co.uk/commercial-property-for-sale/find.html?searchType=SALE&locationIdentifier=POSTCODE%5E476327&insId=1&radius=0.0&displayPropertyType=commercial&businessForSale=&minBedrooms=&maxBedrooms=&minPrice=&maxPrice=&areaSizeUnit=sqft&minSize=&maxSize=&partBuyPartRent=&maxDaysSinceAdded=&includeSSTC=true&includeSSTC=on&sortByPriceDescending=&primaryDisplayPropertyType=&secondaryDisplayPropertyType=&oldDisplayPropertyType=&oldPrimaryDisplayPropertyType=&newHome=&auction=false>

Lyndsey

Lyndsey Fisher
Planning Technician, Roger Parry & Partners LLP

[Website](#) | [Facebook](#) | [Twitter](#) | lyndseyfisher@rogerparry.net

Hi Lyndsey,

That all looks fine. Thanks for sending it over. Once the marketing has concluded it would be useful to receive written confirmation from the estate agent as to the start and finish dates of the details being live, how many enquiries and viewings there have been, any offers etc. Basically as much information as you can provide.

Regards

Sarah.

Sarah Hill
Swyddog Cynllunio/Planning Officer
Cynllunio a Rheoleiddio/Planning and Regulatory



To whom it may concern,

I was instructed to market the commercial property **Yr Hen Fanc** by Richard Corbett in November 2022.

The marketing report for **Yr Hen Fanc, New Road, Glyn Ceiriog, LL20 7HE** is as follows:

The property was marketed on 14th November 2022.

One viewing has taken place at the property on 24th April 2023, the viewing feedback being that the premise was too small for his business needs.

The asking price has remained at a realistic value of £150,000.

There have been only two other enquiries on the property, to which they did not proceed to view.

Yr Hen Fanc has been advertised on our online portals being, Rightmove, Zoopla, Prime location, and Roger Parry and Partners website along with the office display window. The property has appeared in 27880 property searches with 1736 people clicking to read further full details.

I have no pending enquires on the property.

If you have any questions relating to any aspect of this [report](#) please do not hesitate to contact our office.

Your sincerely

Lucie Bromley
Valuer
01591 655334
luciebromley@rogerparry.net

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Marketing letter from valuer at Roger Parry and Partners (Appendix 2)

3. Marketing Information

The property was marketed fully on 14th November 2022 for £150,000 and remains on the market to this date. Hen y Fanc was marketed with Roger Parry and Partners and advertised on our online portals – Rightmove, Zoopla, Prime Location along with office display windows.

The premises was marketed at a price and associated terms that are commensurate with market values for the existing use, based on evidence from recent and comparable transactions and deals.

The marketing exercise reflected the existing use of the premises or business in its entirety, and not to parts of it.

The existing use of the property was a commercial premises with a flat above, the client enquired with the council in 2010 if planning permission was required and it was confirmed planning was not required.

The marketing agent kept a log of enquiries throughout the period of the marketing campaign. This recorded the date and nature of the enquiry for example the type of business enquiring, how the enquirer found out about the premises, whether the enquiry resulted in a site visit, and the reasons given for not progressing an offer on the premises.

Please see Appendix 1 – Property particulars

The screenshot displays the SignMaster3 AGENT'S INTERFACE. The main area shows a map of New Rd B4500 with a green pin indicating a location. A sidebar on the left contains navigation links: Home, Active Boards, Movement Details, Add New Listing, Invoice Details, Account Details, Contact Us, My Utility Dashboard, and Useful links and resources. A bottom section titled '1 Active Properties Listed (1 For Sale)' shows a table with the following data:

Last Request	Address	Postcode	Board Type	Board Status
15/11/22	YR HEN FANC, NEW ROAD, GLYN DEIRIOG, LLANGOLLEN, CLYDD	LL20 7HE	For Sale	For Sale

On the right, the 'Current Board Stocks' table shows:

Board Type	On Street	In Stock
Commercial V-B...	4	-
For Sale	15	0
To Let	7	7

A red box below the table states: 'The following board types are out of stock: For Sale. Board movements are likely to be delayed until more stock becomes available.'

A sales board was requested 15/11/22 – this was then displayed and remains so to this date.

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Yr Hen Fanc, New Road [See map](#) [Share](#) [Heart](#)

Offers in Excess of **£150,000** [View details](#)

[Monthly mortgage payments](#) Added on 17/11/2022

PROPERTY TYPE: [Detached](#) BEDROOMS: [x1](#) BATHROOMS: [x1](#) TENURE: [Freehold](#)











[1](#) [+2](#)

Key features

- COMMERCIAL PREMISES
- STORE ROOMS
- BUSINESS POTENTIAL
- RESIDENTIAL ACCOMODATION
- ENCLOSED COURT YARD
- EPC RATING TBC

Property description

MARKETED BY: Roger Parry & Partners, Oswestry
20 Salop Road, Oswestry, SY11 2NU
[More properties from this agent](#)

Call agent: 01691 655334

[Request details](#)

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A screen shot of the property on RightMove

The screenshot shows the Jupix software interface. At the top, there are tabs for 'Residential Sales', 'Residential Lettings', 'Commercial', and 'Agricultural'. A search bar is present with the text 'Find: ...type and press enter'. Below the search bar is a navigation menu with options like 'Home', 'Enquiries', 'Diary', 'Applicants', 'Vendors', 'Contacts', 'Appraisals', 'Property', 'Viewings', 'Offers', 'Sales', 'Reports', and 'ZooplaPro'. The main content area displays property details for 'Yr Hen Fanc, New Road, Glyn Ceiriog, LL20 7HE'. The status is 'Instructed - On Market' and the website is 'For Sale - £150,000 (Offers In Excess Of)'. The vendor is 'Miss Sian Elizabeth Bates' with a mobile number '07855946099'. The interface also shows a 'Vendor Summary' section with fields for 'Name (s)', 'Contact Numbers', 'Email Address', 'Correspondence Address', 'Preferred Contact Method', 'Do Not Solicit By', 'Consent', 'Marketing Information', and 'Property Match Details'. There are also buttons for 'Add New To Do', 'Applicant Match', 'Send Applicant Details', 'Hide From Market', 'Vendor Contact (0)', 'Print', and 'Special Actions'.

A screen shot of Jupix. Jupix is an estate agency property software used to manage the agents properties.

Despite over 6 months of marketing the building as received minimal interest and has not sold, therefore we are going back to the planning committee for approval of the submitted application.