

NOTE 20 March 2009

PLANNING AND MARKETING AURORA OFFICES, PLOT C1, SOLSTICE PARK

AK Ref 65290

INTRODUCTION

- In 2002 the Amesbury Property Company (APC) conceived a modern office scheme which they thought appropriate to the market at the time – see 02/1 below
- Plot C1 Planning consent was obtained in April 2003 – see 02/4 & 02/5 below
- Marketing campaign was launched in 2003 and has been maintained to this day – see 02/7 & 02/8 below followed by the chronology of the marketing campaign itself
- Initial phase of infrastructure and access (the Zone C estate road now known as Sunrise Way) completed in 2006 implementing the Plot C1 Planning consent – see 06/6 below.
- No major occupiers (1,000+ m²) have been prepared to enter into lease/sale negotiations to this date

2002 ZONE DESIGN & MARKETING STRATEGY

02/1 In the summer of 2002 APC instructed Hamiltons (formerly Hamilton Associates) as Architects to design a major office scheme and promote a speculative planning application as a marketing tool showing how Plot C1 could be developed for office use. Hamiltons submitted on 10 January 2003 a 'Reserved Matters Application Ref. No. S/2003/0029 for part of Site (E11/EO1)' described as 'Proposed Development of B1 Uses together with Detailed Drainage Proposals and associated Parking Landscaping and Access Road'. At the same time the Marketing Agents were appointed to prelet/presale the offices element on Plot C1 of this scheme to become known as the Aurora Office project.

02/2 Site E11/EO1 was originally planned as a mixed use employment area for both industrial and office buildings. The Development Strategy Submission (Design Guide) of May 2002 and the addendum of December 2002 include a mixed industrial and office scheme with Plot C1 shown as two industrial buildings (APPENDIX 1).

- 02/3 Also in January 2003, as a similar speculative marketing exercise for Zone A, Hamiltons submitted a Reserved Matters Application Ref. No. S/2003/0030 for Site (EO2) described as 'Proposed Development of B2 and B8 and Ancillary B1 Uses together with Detailed Drainage Proposals and associated Parking Landscaping and Access Roads'.
- 02/4 Both of these applications: S/2003/0029 and S/2003/0030 were granted consent on 2 April 2003 and had the effect of endorsing the Marketing Agents simplified zonal approach to the masterplan.
- 02/5 The part Site E11/E02 (now for marketing purposes renamed new Zone C) Revised Matters approval S/2003/29 of 2 April 2003 (APPENDIX 2) approved the new access on Porton Road, and the private estate road Sunrise Way (since adopted) opening up Zone C and the Aurora Offices project on Plot C1. The architect model showing the overall design of the road and building is at APPENDIX 3.
- 02/6 Neither of the employment land Zones has been developed in accordance with these 2003 planning approvals. Zone A is developing into an industrial estate by responding to market demand and reconfiguring the Reserved Matters plans; similarly Zone C has got underway with much smaller scale offices on FDA1, by the first phase of the Crescent Offices scheme.
- 02/7 The marketing thrust into the Offices sector commenced in earnest in 2003 utilising the Aurora Offices project and continues today. However once the initial Zone C estate road and infrastructure was built to implement Reserved Matters approval S/2003/0029 it provided access not only to Plot C1 but also to the first phase of the speculative Crescent Offices scheme. Once the Crescent Offices was underway, the main emphasis shifted to market the smaller units of offices that had been built, with the prelet/presale option of the Aurora Offices project for any larger enquiries.
- 02/8 Since 2003 Solstice Park has been the subject of a constant marketing campaign but to date has failed to secure a prelet or presale for the Aurora Offices project. There have been a few approaches by potential interested parties but none has been converted to a prelet or presale. The marketing campaign has been extensive and its components are shown programmed on the spreadsheet at APPENDIX 4 but summarised below on a yearly basis (The Appendices are within a separate document for convenience).

02/9 Agent marketing Meetings are currently held quarterly but in the early days were held monthly. These meetings manage the marketing campaign, review interest in the Solstice Park scheme, development progress and discuss interested parties. All meetings are minuted but as the minutes are commercially sensitive they are not to be put into the public domain.

2003 MARKETING CAMPAIGN - YEAR 1

03/1 Site Boards

Marketing Signboards were erected on the roadside visible to passing traffic on the A303, Solstice Park Avenue and Porton Road. The text of the Boards adjacent to Plot C1 state: "Solstice Park; Offices; For Sale or To Let; Only 15 Acres Remaining; Agents logos & Tel Nos; www.solsticepark.com" (APPENDIX 5).

03/2 Overall Mother Brochure & Insert

A4 size Marketing Particulars for the entire Solstice Park project were produced incorporating aerial photography and insert sheets comprising the marketing masterplan and the development proposals for each Zone. The Zone C insert sheet (APPENDIX 6) describes the office park and refers to the Aurora Offices project. It also shows how the Aurora design concept can be extended beyond Plot C1 (to Plots C3 & C5 if required).

03/3 Aurora Brochure

A5 size Marketing Particulars (APPENDIX 7) for the Aurora Offices project of 6,6162.1m² comprising two linked buildings - Aurora One and Aurora Two were printed as particulars. They also show how the Aurora design concept can be extended beyond Plot C1 and they illustrate the office park concept.

03/4 Marketing Master Plan

Two versions of the Marketing Master Plan have been produced January 2003 and February 2005 (APPENDIX 8) showing Plot C1 and the Aurora Offices project.

03/5 Advertising - generic

Advertising has been undertaken both nationally and locally utilising various eye catching imagery to promote the awareness of the new business park. The sky diving and England rugby themes (APPENDIX 9) followed noteworthy events of the day, e.g rugby world cup etc.

03/6 Website

www.solsticepark.com has been developed as a major information tool for the development. It is a well structured site where information can be found about Solstice Park overall, the

Office Park proposals generally as well as the Aurora Offices project. The Aurora details from the website are reproduced at APPENDIX 10.

03/7 SWEP Newsletter

In conjunction with the advertising campaign 'the best place under the sun' an editorial piece was placed in the South Wiltshire Economic Partnership (SWEP) Summer 2003 newsletter: Newsupdate (APPENDIX 11).

03/8 Direct Mailing

In addition to the mailing of Particulars to interested parties enquiring off the Marketing Board and/or Advertising or other source, Direct Mailing has been undertaken to various databases. All local and London Office Agents have been circulated with the Aurora brochure via The Estates Agents Clearing House (EACH) system as well as office agents in Hampshire, Wiltshire and Dorset. Further mailing of details was undertaken to office occupiers in the Andover and Salisbury postcodes.

03/9 Enquiring Parties

In 2003 an enquiring party sought details of the building, the terms of any prelet and the expected timescale for delivery of the new offices. The prospective tenant was a locally based Business Consultancy seeking around 2,300m² of net floorspace with the potential of 120+ jobs. Regrettably the enquiry came to nought after several months of negotiation, as the company failed early in 2003.

2004 MARKETING CAMPAIGN - YEAR 2

04/1 Main Marketing Tools

The use of the Architectural Model, Agent Marketing Meetings, Site Boards, Mother Brochure & Insert, Aurora Brochure, Marketing Master Plan, Website and Direct Mailing continued throughout 2004. In addition new initiatives included:

04/2 Web Databases

The availability of Aurora was also made known by inclusion on the Marketing Agents websites and the Estates Gazette main commercial property website (www.egpropertylink.com). Hamiltons architects also put the Aurora Offices project as a design case study (APPENDIX 12) on their website www.hamiltons-london.com.

04/3 Agent Presentations

A presentation was made to South Wiltshire Economic Partnership (SWEP) at one of its business forums explaining the progress being made and how the project was being marketed (APPENDIX 13).

04/4 Lyons Review Presentation

The marketing team attended the Governetz Lyons Review Conference in London and supported the organisers by taking an Exhibition stand with the architectural model of the Aurora Offices project. The photographs at APPENDIX 14 show Sir Michael Lyons looking at the Aurora model and the home team includes Alistair Cunningham, the Economic Development Officer at Wiltshire County Council.

04/5 Enquiring Parties

In 2004 an enquiring party sought details of the building, the terms of any prelet and the expected timescale for delivery of the new offices. The prospective tenant was a Salisbury based Legal Practice seeking between 2,000 - 2,300m² of net floorspace with the potential of 100+ jobs. Regrettably the enquiry came to nought as the firm decided not to proceed.

04/6 Groundworks

On the site itself ground remodelling of Zone C was completed.

2005 MARKETING CAMPAIGN - YEAR 3

05/1 Main Marketing Tools

The use of the Architectural Model, Agent Marketing Meetings, Site Boards, Mother Brochure & Insert, Aurora Brochure, Marketing Master Plan, Website, Trade Press and Direct Mailing continued throughout 2005. In addition new initiatives included:

05/2 Newsletter

Regular newsletters are produced and mass mailed to show progress of the development. Newsletter No. 3 – Spring 2005 (APPENDIX 15) included a report on the Governetz exhibition that supported the Lyons Review conference in London where Solstice Park took an exhibition stand.

05/3 Agent Presentations

An update presentation was made to SWEP at one of its business forums explaining the progress being made and how the project was being marketed.

05/4 Expo Exhibition

The marketing team attended the Salisbury Expo exhibition and supported the organisers by taking an Exhibition stand with the architectural model of the Aurora Offices project in the entrance foyer. The photographs at APPENDIX 16 show the home marketing team and the local newspaper clipping.

05/5 Enquiring Parties

There were no detailed prelet or presale proposals put to enquiring parties during 2005.

05/6 Groundworks

On the site itself initial strategic landscaping was completed.

05/7 Trade Press

Press releases and articles reporting the progress of development have been produced throughout the marketing campaign. In May 2005 the leading property trade magazine Estates Gazette published the artist impression of the Aurora Offices project and an update report on the business park in its "Outside the Circle" feature. (APPENDIX 17).

2006 MARKETING CAMPAIGN - YEAR 4

06/1 Main Marketing Tools

The use of the Architectural Model, Agent Marketing Meetings, Site Boards, Mother Brochure & Insert, Aurora Brochure, Marketing Master Plan, Website and Direct Mailing continued throughout 2006. In addition new initiatives included:

06/2 Agent Presentation

A presentation was made to the RICS Property Conference South-West explaining the progress being made and how the project was being marketed.

06/3 Lyons Review Presentation

A presentation was made to a Wiltshire County Council seminar for the public sector explaining the progress being made and how the Aurora Offices project was suited to those seeking London relocation.

06/4 Expo Exhibition

The marketing team again attended the Salisbury Expo exhibition and supported the organisers by taking an Exhibition stand with the architectural model of the Aurora Offices project again in the entrance foyer with pop up stand.

06/5 Enquiring Parties

In 2006 three enquiring parties sought details of the building, the terms of any prelet and the expected timescale for delivery of the new offices. The first prospective tenant was the Salisbury based Legal Practice having a second look and then seeking 2,300m² of net floorspace with the potential of 100+ jobs. Regrettably the enquiry came to nought as the firm decided not to move out of Salisbury. The second party was a Military Support Company who was bidding for MoD work and required around 929m² of net floorspace initially with prospects for growth to 4,500m². Regrettably the MoD contract was postponed indefinitely. The third party was a locally based Education Charity seeking offices, specialist stores and specialist workshop areas totalling up to 2,300m² of floorspace. Regrettably the cost of new premises and the move was determined to be too costly and the organisation refurbished its existing premises instead. A copy of the typical Proposal document used for discussion with Enquiry Parties is at APENDIX 18.

06/6 Groundworks/Infrastructure

Initial phase of Zone C infrastructure (Sunrise Way) was constructed and the Crescent scheme started. The Sunrise Way construction forming part of the Zone C infrastructure access also required the roundabout on Porton Road to be constructed. Works commenced on 30 January 2006 and were completed on 8 August 2006. (Adoption of Sunrise Way took place on 29 August 2008). The structural landscape area was maintained and felled trees replaced. Grass verges to surrounding roads were mown regularly and rubbish collected daily.

2007 MARKETING CAMPAIGN - YEAR 5

07/1 Main Marketing Tools

The use of the Architectural Model, Agent Marketing Meetings, Site Boards, Mother Brochure & Insert, Aurora Brochure, Marketing Master Plan, Website and Direct Mailing continued throughout 2007. Again the Expo exhibition was supported:

07/2 Expo Exhibition

The marketing team again attended the Salisbury Expo exhibition and supported the organisers by taking an Exhibition stand but this time with the architects model of the Crescent Offices project although graphics of the Aurora Offices project were used on the stand (APPENDIX 19).

07/3 Billboard (the office scene was posted in 2007)

Off-site external billboard advertising was undertaken around the station in Salisbury utilising a 48 sheet poster site (Appendix 20).

07/4 Enquiring Parties

There were no detailed prelet or presale proposals put to enquiring parties during 2007.

07/5 Groundworks

The Crescent Offices first phase scheme was completed – two three storey buildings (A & B) each of 1053m² net lettable floorpace providing two suites per floor. Block A was completed on 11 June 2007 and Block B completed on 15 June 2007. The offices marketing emphasis concentrated on the new buildings but the Aurora Offices project continues to be marketed for larger prelet/presale enquiries.

2008 MARKETING CAMPAIGN - YEAR 6

08/1 Main Marketing Tools

The use of the Architectural Model, Agent Marketing Meetings, Site Boards, Mother Brochure & Insert, Aurora Brochure, Marketing Master Plan, Website and Direct Mailing continued throughout 2008. Again the Expo exhibition was supported:

08/2 Expo Exhibition

The marketing team again attended the Salisbury Expo exhibition and supported the organisers by taking an Exhibition stand.

08/3 Enquiring Parties

There were no detailed prelet or presale proposals put to enquiring parties during 2008.

08/4 Groundworks/Infrastructure

As noted at 06/6 Sunrise Way became an Adopted Highway on 29 August 2008.

For Appendices See Separate Document (Contents sheet is shown overleaf)

APPENDICIES

To the
NOTE

PLANNING & MARKETING AURORA OFFICES, PLOT C1, SOLSTICE PARK

Appendix 1	Site E11/EO1 Mixed Industrial and Office Layout
Appendix 2	Reserved Matters Planning Approval – 2 April 2003
Appendix 3	Photograph of Architect Model of Aurora Offices
Appendix 4	Marketing Campaign Summary Spreadsheet
Appendix 5	Photograph of Plot C1 Site Board
Appendix 6	Zone C Mother Brochure Insert Sheet
Appendix 7	Aurora Offices Marketing Particulars
Appendix 8	Marketing Masterplan – January 2003 and February 2005
Appendix 9	Solstice Park – Generic Advertising Sky Diving and England Rugby Themes
Appendix 10	Aurora Offices – Details from the Website: www.solsticepark.com
Appendix 11	SWEP Newsletter – Summer 2003
Appendix 12	Aurora Offices – Hamiltons Website Design Case Study
Appendix 13	Presentation to SWEP
Appendix 14	Lyons Review Governetz Seminar Exhibition Photographs
Appendix 15	Newsletter No.3 – Spring 2005
Appendix 16	Photograph of Marketing Team and Expo Exhibition Local Newspaper Clipping
Appendix 17	Press Clipping from the Estates Gazette
Appendix 18	Typical Proposal Document for Enquiring Parties
Appendix 19	Graphics of the Aurora Offices Project
Appendix 20	Off-Site External Billboard Advertising