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5 January 2012

## **SAVILLS APPOINTED ON ROYAL BATH AND WEST SHOWGROUND REGENERATION**

National developer London & Wharfedale has recently appointed the Savills commercial agency team as joint letting agents on the regeneration of the Royal Bath and West Showground near Shepton Mallet, Somerset.

Acting in its capacity as development partners to the Royal Bath & West of England Society, London & Wharfedale has secured an approved Masterplan for the development of 100 acres of land on the Showground site, to provide a mixture of commercial uses together with other amenities such as two hotels and visitor destination retail.

Upon completion the scheme will create over 1500 jobs, and will underpin the future of the showground. The site already attracts over 1M visitors every year including 160000 to the four day Main Show in early June. There are events at the Showground on 110 days currently which will increase as the site's popularity as a year round visitor destination increases.

An independent report concludes that the economic benefit of existing Showground activities is £175M and again this will increase significantly as regeneration progresses.

The Savills team, led by Bristol based office and industrial directors Rob Cleaves and Paul Williams, will be marketing the 100 acres (40 hectare) site for a variety of commercial employment generating uses, which may include a garden centre, countryside store, or an up market vehicle dealership, amongst a number of other potential uses which are currently under consideration.

Discussions have already been held with a number of local occupiers potentially interested in gaining representation on the site, and the agents are optimistic that they will be in a position to announce further developments early in the New Year.

Press Release

Paul Williams, director at Savills, comments: “Savills are delighted to have been appointed to market the Royal Bath & West Showground which provides an excellent opportunity for occupiers to take space at what we believe will be a year round visitor and business destination for the south west. This is one of the most exciting regeneration opportunities in the region, and is sure to generate huge interest from companies keen to secure representation on the site.”

Richard Froggatt, Chairman and Managing Director of London & Wharfedale said “I am delighted to have been able to appoint Savills. I've known the company for many years and their reputation will only enhance this tremendously exciting regeneration project.”

Jane Guise, Chief Executive of The Royal Bath & West of England Society comments: ...,

While this appointment is made by our development partner, I have been consulted, and have been impressed at the level of enthusiasm, and intellectual approach provided by the Savills team. Our showground is a precious place, and it is vital that those who come along to share the facility are of substance and will add value to the operation – Savills have my confidence to seek these new occupants.

This latest instruction follows recent instructions for the team by national clients which include a 400,000 sq ft warehouse disposal instruction for supermarket chain Morrisons, a 75,000 sq ft call-centre disposal for Virgin Telecom in Trowbridge, and ongoing advisory work on behalf of the Government Property Unit in Bristol and the South West. Greenslade Taylor Hunt is the joint agent on the Bath & West Showground.

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