

Cavendish Place, Birchwood Park, Birchwood

MEPC Birchwood Park



Brief

BE Group was appointed as joint agents to advise and act on the third phase of industrial units at Cavendish place, Birchwood Park.

We prepared a marketing report based on our extensive knowledge of the local property market, and a strategic analysis of take-up and supply to inform the marketing strategy.

Activities

We advised the client on the size and specification of units to be built, to meet current demand and avoid unnecessary competition. Rental analysis to price the units competitively.

Marketing the units and looking for tenants to take new leases on these units, which range from 4000 to 22,000 sqft.

Identifying potential occupiers from the local area, using our in-house databases. These include comprehensive information on nearly all the occupiers within the locality. BE Group also holds records of all property enquiries over the last four years.

In addition, we have marketed the property to the North West property agents and the public sector.

Outcome

The units were completed in October 2006.

Over half of the floorspace is either let or under offer to a mix of local and national occupiers, including NNC, TIS and ICEE.

