



VICTORIA HOUSE, ENNERDALE ROAD, KEW, RICHMOND TW9 3PG

MARKETING REPORT – SEPTEMBER 2024

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Following a strategic portfolio review, our client, Abbeyfield PLC, a national charity and care home provider, decided to dispose of Victoria House and redirect funds to the operation of other sites that in their analysis were a more efficient use of resources.

The age of the buildings and related cost of upkeep, overall scope of site provision and ongoing void rates were cited as principal reasons leading to their resultant decision to sell.

In August 2023 we received instructions to act on behalf of Abbeyfield PLC.

Public advertising for the unconditional sale of Victoria House commenced on 15th September 2023. Full property portal coverage included our website, Rightmove (Residential and Commercial sections), Zoopla and Onthemarket.

In addition, the property was advertised in the Richmond Magazine and the Sunday Times (see below).

Advertisements were also placed in the Estates Gazette (see below) in late September and early October together with a featured listing through their associated Property Link portal for three months.

The property was principally promoted through our Kew Sales office with support of the teams through our network of offices across the Borough of Richmond to our database.

A For Sale board was erected at the property.

Property details were discussed with, or promoted directly to, approx. 100 parties.

As at the commencement of November 2023, the property details had been included in over 10,000 online searches.

We were seeking to reach and attract the broadest possible base of buyer profiles, from Care Home Operators, Developers and Residential End-Users.

Throughout the three-month formal marketing campaign, enquiries were received from a broad range of potential buyers/investors or retained advisers representing the same – eg private end-users, educational establishments, rehabilitation-care providers, residential developers and care home/older-living providers.


Principal interest derived from parties seeking to deliver residential schemes.


Whilst attracted to the immediate setting and general area, care home/older-living viewing parties were ultimately dissuaded from coming forward with formal offers of interest owing to the considered limited size of the plot, and unviable business proposition due to the age and restricted layout of the main buildings, and the high levels of capital expenditure required.

Formal offers of interest were received from a PLC residential developer, a prospective private residential end-user and privately owned development companies.

Terms for the sale of the freehold interest to Park Property Group (Kew) Ltd were ultimately agreed on 8th March 2024. The sale completed 17th May 2024.

Sunday Times advertisement:


ANTONY ROBERTS



Victoria House | Ennerdale Road | Kew Gardens | Richmond | TW9 3PG


Former care home (current use class - C2) presenting a rare development opportunity in a prime South West London location.

- Two original commanding houses plus adjacent buildings providing 29 bedrooms and further ancillary accommodation.
- Redevelopment potential for a variety of uses including residential, later living, hotel etc. (subject to the necessary consents).

- Approximately 0.4 acres and 75m frontage.
- Approximate distances to:
M4/A4 – 1.3 miles,
A316 (M3) – 0.7 miles,
Richmond Station – 1.2 miles,
Kew Gardens Station - 0.1 miles,
Royal Botanic Gardens - 0.2 miles,
The Public Records Office – 0.5 miles.

Unconditional offers are invited for the freehold interest.
All enquiries: David Reed | 020 3089 2613 | dreed@antonyroberts.co.uk

Estates Gazette advertisement:




Victoria House | Ennerdale Road | Kew Gardens | Richmond | TW9 3PG

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ANTONY ROBERTS

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Richmond Magazine advertisement:


ANTONY ROBERTS




KEW GARDENS, RICHMOND

Unconditional offers are invited for the freehold interest

A former care home (current use class - C2) with redevelopment potential (subject to the necessary consents). Two original commanding houses plus adjacent ancillary accommodation and parking. Frontage of approx. 75 m.

Freehold. EPC: B

020 3089 2613
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ANTONY ROBERTS



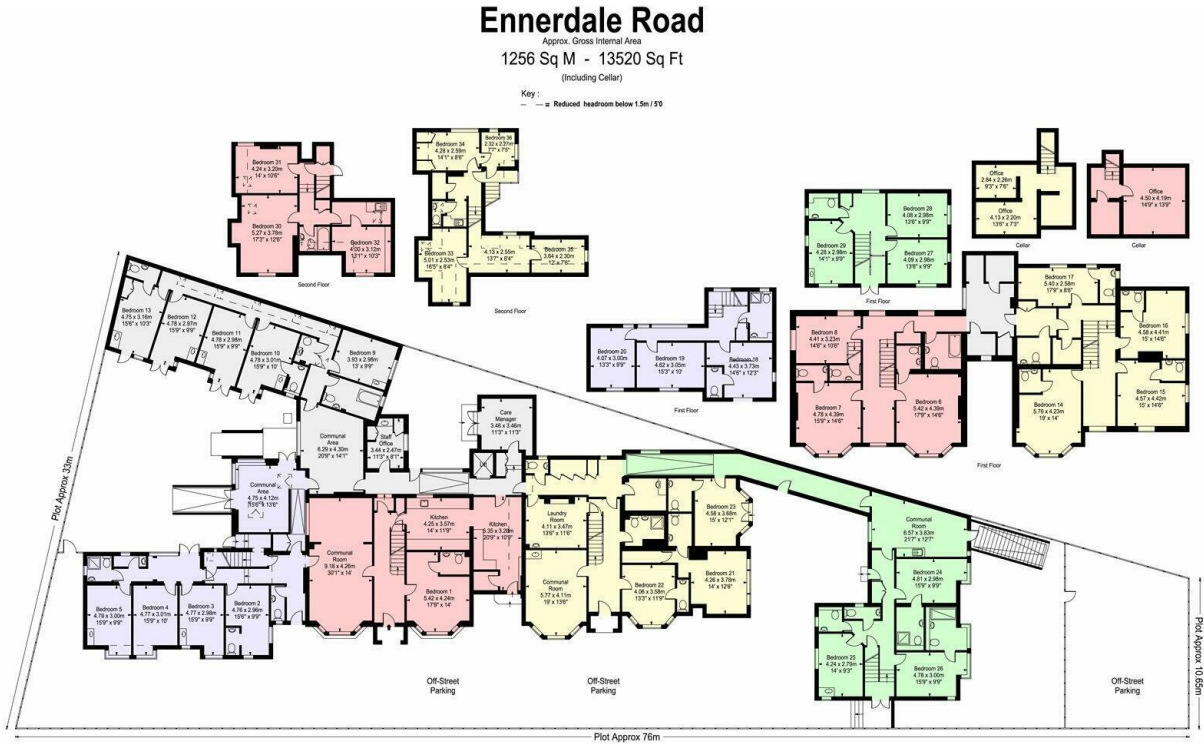

RIVER LANE, PETERSHAM
OIRO £5,000,000

Set in a most delightful semi-rural location close to Richmond Park and River Thames, a charming and historic Grade II listed period residence with a detached double garage and studio above.

Freehold. EPC: C

020 8940 9403
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Floorplan:



Every attempt is made to assure accuracy, however measurements are approximate and for illustrative purposes only. Not to scale.
 Floor plan by www.frameworkphotos.co.uk