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## Report

on the

### Wiltshire Housing Market Review

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## Introduction

**The HLA A housing market review provides an overview of the local housing market position at the time of the study and is included as an appendix to the study for contextual purposes.**

Below we provide our review of the housing market in the key towns within the areas covered by North Wilts District Council, West Wilts District Council and Kennet District Council. We have consulted with Sequence who provided a detailed residential agents perspective of the local housing market in the towns where they have an agency presence.

We have considered house price trends by postcode sector for the period 2004-2007, as provided by the Land Registry. A map showing these postcode areas is attached as Appendix 1. It should be noted that in analysing Wootton Bassett only part of the post code area has been used whereas in the case of Corsham a single postcode covers a wider area and therefore the data includes the information also relating to the settlement of Box. The 2007 figures quoted are not representative of a complete year and are as at August 2007.

We have then shown the current make up of the housing market in each town, again using the same postcode sectors as the basis for the information. It is recognised that in certain towns this has led to the inclusion of outlying villages within the data such as at Corsham. We have where possible given our perception of the town from a selling view point which is not intended to form a recommendation nor an endorsement of purchasers views or buying behaviour where described.

The report is provided in town sections.

**Part One:** Towns where Sequence has or has had within recent years an estate agency presence.

**Part Two:** Towns where Sequence has no presence, however for the purposes of the report a statistical review of the three key areas, "House Price Trends", "Housing Profile" and "Current Market" has been undertaken.

### Background

We have considered the **Swindon HMA Sub-Regional Strategy** which includes North Wiltshire District Council and Kennet District Council and the **West of England HMA Sub-Regional Strategy** which includes West Wiltshire District Council. Some of the key points which are relevant to the Study area are set out below:-

- The Swindon HMA Sub-Regional Strategy acknowledges that strategic growth should be focussed on meeting local economic and housing needs in order to minimise commuting to Swindon and Chippenham and that this will require cross-boundary working with North Wiltshire Council.
- The Swindon HMA proposes certain levels of housing provision across the study area (excluding West Wiltshire) with 3,000 dwellings in North Wiltshire to be specifically located at Swindon. It also recommends increasing housing provision by 1,000 dwellings in Chippenham to a total of 5,500 and an increase by 15% for the remainder of North Wilts resulting in 5,200 dwellings. This gives a total of 13,700 to the North Wiltshire District. A further 6,000 are proposed for Kennet to reflect household fission.
- The West of England HMA Sub-Regional Strategy comments that "Trowbridge is a sub-regionally significant employment, administrative and service centre" with "strong functional links with Bradford-on-Avon, Frome, Melksham, Warminster and Westbury." The Strategy report also comments that the Trowbridge TTWA, which is expected to create between 9,400

jobs and 11,700 jobs over the plan period, covers the wider network of smaller towns that are functionally linked to Trowbridge.

- However, we do note that concerns have been raised in the Written Statement by Wiltshire County Council & West Wiltshire District Council (March 2007) on the West of England HMA sub-regional strategy about increasing travel to work patterns.

## Executive Summary

The study area covered includes a large number of settlements and for practical purposes it has only been possible to specifically comment on 13 of the larger settlements across the three district council areas within this report. The residential developer market remains active across the study area and is represented by national house-builders as well as regional and local developers.

Generally there is less availability of property at the lower end of the market across all the towns researched as compared to detached properties. This has the effect of maintaining demand and values within this sector. Conversely, the quantity of development of new larger and higher value detached properties within rural locations provides more choice to purchasers and therefore has the effect of suppressing values within this sector of the market.

As raised in the Swindon HMA, for those working in Swindon (which provides around 109,000 jobs) living in one of the rural areas within the Study area provides a perceived better quality of life. Although there is a trade off in the form of a daily commute, this appears to be acceptable to purchasers who choose to live within the rural towns and out commute to Swindon, Bath and Bristol.

As well as a perception of a better quality of living in rural areas purchasers are seeking the best standard of housing that they can afford. This often entails moving further from their place of employment particularly in the case of Bath where house prices are particularly high as compared to many rural locations within West Wiltshire, North Wiltshire and Kennet.

Certain towns within the Study area command premium residential values (Marlborough, Malmesbury and Cricklade) which can be partly attributed to the character of the towns and partly to the accessibility to commuter routes, either road or rail.

In all towns considered within the Study area there was a lack of availability of shared ownership properties with locally based mortgage advisors reporting unsatisfied customer interest.

Although the Swindon HMA recommends that a target of 50% affordable housing could be sought in rural North Wiltshire and Kennet there is a risk that this may discourage the private sector from developing sites for high density, lower priced terraced and semi-detached properties in favour of lower density, higher value detached dwellings. In addition, in an increasingly hardening housing market alternative use values will start to compete with residential, particularly if planning obligations are increased which may impact on the viability/profitability of proposed schemes.

We conclude from an agency point of view that balancing lifestyle with work (and where necessary entering into a daily commute) is continuing to drive purchasers' choice of location with a preference for towns close to railway stations or fast road networks. However, demand for homes in these locations pushes prices up and purchasers are increasingly looking further a field for the same quality/size property in a more affordable location.

## Part One

### Calne

#### House Price Trends

1. Calne is one of the smaller towns in the study area and has a reasonable housing market that is generally driven by local purchasers.

The town contains a range of housing stock that varies in age from period properties through to modern detached homes. Older 2/3 bedroom terraced property is located around the centre with the more modern properties being situated on the periphery of the town, namely on the western flank towards Chippenham around the commercial area.

2. The below table provides an overview of how the Calne housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Calne SN11	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	279,005	67	267,106	223	262,135	195	275,232	222
Semi-detached	167,825	81	172,667	187	164,347	172	162,054	152
Terraced	158,326	95	142,781	267	147,188	220	139,049	186
Flat	111,752	25	118,030	113	111,351	100	99,343	64

Some key observations on this information are:

The biggest overall percentage of growth in value is in the terraced market with a 13.8% growth over the 3.5 year review period. Unit numbers have steadily increased by approximately 20% per annum. However this year they look set to drop back to a level of c180 units representing a potentially large drop of 30% on 2006 figures. This in turn appears to have led to a 13% price increase on 2005's figures. Lower sale values have meant that there has been some investor activity in the town where good rental returns can be achieved.

The apartment marketplace has also seen reasonable growth levels at 12.5% in the same period. Unit numbers have shown a similar pattern to that of the terraced homes with growth levels through 2004 – 2006. However, once again the unit numbers are set to drop significantly in 2007. At August (these figure representing approx 50% of year) the completions number 25. This will probably relate to a 50% drop over 2006-2007.

Terraced homes and apartments over the review period account for approximately 45% of the market.

Detached units values have remained fairly static throughout the review period with a growth level from 2004-2007 of only 1.37%, totally in contrast to other towns considered within this report. This is possibly due to the local housing market being driven by local demand; as with a limited workplace there is less local migration. Equally much of the recent development has been in the upper end of the market place.

Semi-detached homes follow the same pattern as above, with the overall growth being only 3.6%.

Much of recent residential development has been aimed towards the higher end of the market, Semi-detached and upward. As a consequence of more availability there has been little growth in property values of these units with the relative shortage of the lower end of the market pushing prices of these properties upwards.

### Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from Government websites:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	5,712
Household spaces with residents	Count	5,525
Vacant household spaces	Count	183
Second residence / holiday accommodation	Count	19
All household spaces: Whole detached house / bungalows	Count	1,547
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	3,545
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	635
Average household size (person)	Rate	2.41
Average number of rooms per household	Rate	5.45
All households: Occupancy rating -1 or less	Count	238
Households with central heating and sole use of bath / shower and toilet	Count	5,247
Households with lowest floor level above ground level	Count	370
Households with owner-occupied tenure	Count	4,122
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	1,001
Households with tenure rented from private landlord or letting agency or other tenure	Count	402

### Observations from the above table:

- The split between detached housing and semi/terraced is 27%/62%.
- 72% of housing stock is owner occupied.
- 17.5% of the Housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 7% of the housing stock.
- Sequence estimate that approximately 5.3% of the housing stock is 'On the market' at present. 2006 completions of 790 represent approx 13.8% of the housing stock. This suggests that the 'moving cycle' in Calne is every 7 years which is relatively frequent by comparison to the other towns within this report.

### Current Market

1. Calne has a wide range of property available (as at August 2007). The table shows the upper and lower ends of property values in the town, together with the number of units available on Rightmove at present.

Property Type	No Available	Price Range £'s	
Detached	91	£850,000 (Quemerford)	£170,000 (Calne)
Semi-detached	70	£350,000 (Lwr Quemerford)	£134,500 (Calne 2 Bed)
Terraced	87	£300,000 (Calne, Period)	£119,950 (Calne)
Apartment	54	£203,450 (Retirement Home)	£74,950 (Calne)

Shared Ownership 2 available at c £96,000.

- In Calne the properties found at the higher end tend to be period/older property together with new build. The lower ends of the price bandings are generally dated Victorian/30's or 1970-80's homes. In the lower end of the semis and terraced, as in most towns, a selection of ex local authority homes can be found.

Property prices tend to rise moving away from the centre of Calne, areas such as Quemerford providing the highest price levels.

### **An Agent's View:**

The Calne housing market is generally driven from local demand. There is a limited amount of migratory buyers. The sale of property at the lower end of the market is however driven by both local first time buyers and commuters from Swindon and Chippenham where first time homes are perhaps less affordable. Although the town is expanding many of the new units are detached although the latest batch of development does however have some element of first time buyer property.

Any future development should take into account local needs across the whole market place and Calne perhaps is an area where more use of the Home Buy Scheme for Affordable Housing could be used.

## **Chippenham**

### **House Price Trends**

- Chippenham is one of the larger market towns within the study area. As well as a reasonable infrastructure, the town has a good range of educational and recreational facilities with its own leisure centre, mainline rail link to London and the West Country and many business/ retail parks.

There is generally a strong housing market in Chippenham driven by the quality and range of housing available and its geographic location allowing easy access to Swindon with its larger work place and Bath. Commuters will readily purchase in Chippenham as there is greater value for money in comparison to its two larger neighbours.

There is a large variety and quality of housing stock available from period homes through to new build in all price ranges, thus giving buyer's choice.

There is a central core of select period properties, with the area surrounding the town centre being Victorian/1930's, mostly built along the main access roads. Pewsham has a range of 1970's-80's properties and the Cepen Park areas are generally 1980's-2000's properties. There are some areas of ex-local authority homes that lie between the centre and the outlying developments.

- The below table provides an overview of how the Chippenham housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Chippenham itself is divided through a north south line into two postcode districts SN14 & SN15. Both of these postal districts extend out into the countryside in an area mainly to the north of Chippenham to just a little past the M4 Corridor. SN15 is to the east of the town and SN14 is to the west. These figures therefore include properties that lie in villages in these postcodes.

Chippenham SN15	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	307,108	82	301,686	265	301,662	224	307,492	273
Semi-detached	203,726	65	191,077	190	185,002	166	170,530	201
Terraced	162,927	77	148,872	240	142,541	174	130,440	202
Flat	139,331	35	118,347	61	115,870	124	99,049	49

Chippenham SN14	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	371,266	73	360,756	186	294,024	158	291,636	204
Semi-detached	213,290	62	202,555	141	182,148	138	186,043	143
Terraced	192,941	58	172,625	50	169,058	177	161,659	197
Flat	127,454	27	121,792	41	137,618	36	99,025	14

#### Some key observations:

- Generally house prices in SN14 are higher than those in SN15. This is due to the influence of the Bath and Gloucestershire market places where property values are usually higher than Wiltshire.
- In SN14 the biggest growth in value has been in both the flat and detached market place at 29% and 27% respectively. This is echoed, to a degree, in SN15 with flats seeing 41% growth. However, detached house prices are 1% down over the period. This may be due to two reasons:
  1. SN14 locations attract investment buyers from London and;
  2. SN15 is the postcode where the majority of new development has taken place and is closer to Swindon with its vast new homes market place.
- SN15 has seen a consistent level of completions with a variance of between 5-10% with 4.2% overall growth from 2004-2006. In complete contrast the completion levels in SN14 have year on year dropped by 25% from 2004-2006. A significant contribution to this has been the massive decline in the number of terraced completions which in 2004 were 197 and reduced to only 50 in 2006.
- The market share of the lower priced units (flats & terraced houses) in SN15 has been consistent at around 40% of the total market. In SN14 the market share of these units varies widely from as little as 21% to 41%, the biggest dip being in 2006.
- The 'family' sector terraced and Semi-detached homes have in both postcodes seen an increase in value over the review period of approx 20% and at present are at similar £'s value levels in both postcodes. Unit numbers are broadly similar through the review period.

## Housing Profile

The table below shows the housing profile for the parish of Chippenham as per 2001 census information. These figures are taken from government websites.

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	11,817
Household spaces with residents	Count	11,541
Vacant household spaces	Count	285
Second residence / holiday accommodation	Count	25
All household spaces: Whole detached house / bungalows	Count	3,090
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	7,291
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	1,470
Average household size (person)	Rate	2.40
Average number of rooms per household	Rate	5.45
All households: Occupancy rating -1 or less	Count	545
Households with central heating and sole use of bath / shower and toilet	Count	10,942
Households with lowest floor level above ground level	Count	764
Households with owner-occupied tenure	Count	8,649
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	1,934
Households with tenure rented from private landlord or letting agency or other tenure	Count	958

### Observations from the above table:

- The split between detached housing and semi/terraced is 26%/62%.
- 73% of housing stock is owner occupied.
- 16.3% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 8.1% of the housing stock.
- Sequence estimate that approximately 4.6% of the housing stock is 'on the market' at present. 2006 completions of 1174 (estimated at Chippenham) represent approximately 10% of the housing stock. This suggests that the 'moving cycle' in Chippenham is average for the area covered within this report, being approximately every 10 years.

### Current Market

1. Chippenham offers a wide range of property available for sale at the time of the report (August 2007). The table shows the upper and lower ends of property values in the post code areas, together with the number of units available on Rightmove at present.

### SN14

Property Type	No Available	Price Range £'s	
Detached	102	£2.5M Castle Coombe	£194,950 Chippenham
Semi-detached	56	£575,000 Marshfield	£129,950 Chippenham 2 Bed

Property Type	No Available	Price Range £'s	
Terraced	71	£499,950 Alderton	£125,000 Chippenham 1 Bed
Apartment	20	£205,000 Marshfield	£95,000 Chippenham

**SN15**

Property Type	No Available	Price Range £'s	
Detached	121	£950,000 Dauntsey	£189,950 Chippenham
Semi-detached	83	£675,000 Little Somerford	£134,950 Chippenham
Terraced	80	£399,000 Draycott Cerne	£118,000 Chippenham 1 Bed
Apartment	69	£250,000 Chippenham	£83,500 Chippenham 1 Bed

Shared ownership, 2 showing in SN15 pricing from c £68,000

- 2) The higher priced properties are in village locations and generally period/quality homes. Moving closer to Chippenham from both directions prices start to drop. In all price ranges, properties at the lower end of the market tend to be modern constructed homes dating from 1980's or earlier or poorer quality Victorian/1930's homes.

There are a range of 2/3 bed ex local authority properties that comprise the lower end of the market.

Average Chippenham house prices are:

Detached homes range	c£300,000 - £190,000
Semi-detached range	c£220,000 - £135,000
Terraced range	c£230,000 - £118,000
Flats range	£250,000 - £83,500

Pricing in Chippenham appears to be based upon supply and demand and there is no great variation within the town. Prices do however increase with distance from the town centre.

**An Agent's View**

Chippenham has in past years seen considerable development which has to a large degree declined in recent times. There are however at present several developments ongoing or due to start that will impact the local residential market. With developers such as Linden Homes favouring the launch of a high volume site in the town centre and Barratts starting a principally apartment based development together with their Saxon Gate development of 2 bed houses and apartments there will be more choice for first time buyers.

There is however a growing demand for mid range semi and detached properties offering traditional accommodation at a price level acceptable to most buyers. The jump in price from semi to detached of £110,000-165,000 is for many purchasers too great.

At present the number of shared ownership properties in Chippenham is relatively low, although the Linden Homes development includes a number which are due for release shortly. There is evidence from Sequence's mortgage teams that there would be local demand for more affordable housing if available in Chippenham.

### **Corsham (& Box\*)**

\*included due to postcode selection criteria

#### **House Price Trends**

1. Corsham is situated between Chippenham and Bath on the edge of a prestigious country estate. This small market town has many period properties set around the town centre. Development over the years includes Victorian, 1930's and modern housing and some Local Authority developments. The release of MOD land has benefited Corsham's expansion which, in recent years, has followed along the A4.

The Corsham postcode also extends into the local villages such as Neston, Rudloe and Westwells which have also seen some residential development over recent years.

2. This table provides an overview of how the Corsham housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Corsham & Box SN13	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	325,932	46	306,229	171	289,474	126	305,222	76
Semi-detached	210,561	146	213,496	130	198,583	109	176,980	74
Terraced	192,341	72	191,136	134	162,787	132	166,811	102
Flat	125,239	10	131,009	33	117,178	41	106,146	28

#### **Observations from the table:**

- From 2004 property transactions have been steadily increasing.
- During this time the maximum £'s value growth has been 18.9% for the Semi-detached range. This is followed by flats at 17.9% and terraced houses at 15.3%. This is probably one of the most stable growth patterns in the study area.
- Detached homes have only increased their value by 6.7%.
- The most significant increase in units has been the rise in detached transactions. This higher volume of property has meant that supply and demand has kept the values lower. Much of recent development in Corsham has been detached.
- There has been a decline in the number of apartment transactions, whilst semis and terraced have remained fairly constant.
- The pricing jump between terraced to semi is very affordable at £18,220. There is a much bigger jump from apartments to terrace. This may indicate the need for more affordable

terraced style properties in the two-bed range. The jump between semi-detached and detached is in keeping with most other towns.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites.

The below table shows the parish of Corsham:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	4,655
Household spaces with residents	Count	4,518
Vacant household spaces	Count	118
Second residence / holiday accommodation	Count	27
All household spaces: Whole detached house / bungalows	Count	1,432
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	2,497
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	734
Average household size (person)	Rate	2.34
Average number of rooms per household	Rate	5.68
All households: Occupancy rating -1 or less	Count	172
Households with central heating and sole use of bath / shower and toilet	Count	4,253
Households with lowest floor level above ground level	Count	356
Households with owner-occupied tenure	Count	3,201
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	831
Households with tenure rented from private landlord or letting agency or other tenure	Count	486

### Observations from the above table:

- The split between detached housing and semi/terraced is 30.7%/53.6%. This shows a higher than average split in favour of detached properties reflecting the more affluent nature of Corsham.
- 68.7% of housing stock is owner occupied
- 17.8% of the housing stock is still in Local Authority/Housing Association ownership. This is probably reflective of the house pricing in Corsham, being higher than other local towns. Private landlords own 10.4% of the housing stock; again this is a little higher than the average.
- Sequence estimate that approximately 3.1% of the housing stock is 'on the market' at present. 2006 completions of 468 (estimated at Corsham) represent approx 10 % of the housing stock. This suggests that the 'moving cycle' in Corsham is around average for the study area at approximately every 10 years.

### Current Market

1. The central area of Corsham is characterised by period and listed property whilst moving from the centre along arterial roads are a selection of turn of the century -1930's properties. To the north of the town centre is a 1950's local authority development. Many of the newer homes can be found on the southern and western side of Corsham with the newest developments set on the peripheries.

Property Type	No Available	Price Range £'s	
Detached	61	£1.95M Box (Period)	£230,000 Rudloe
Semi-detached	24	£595,000 Corsham (5 Bed period)	£165,000 Corsham (Ex Local)
Terraced	41	£475,000 Corsham (5 Bed Period)	£143,000 Rudloe (2 Bed)
Apartment	19	£249,950 Corsham (period)	£99,950 Rudloe (Ex Local)

Shared Ownership 0 advertised.

2. Properties in the higher ranges tend to be period and either in Corsham centre or Box. Properties in the far west of the area are influenced by the Bath market. Generally property prices start from:

Detached	c£600,000
Semis	c£380,000
Terraced	c£270,000
Flats	c£150,000

At present the semi-detached market is performing the best with 33% of all available stock being sold. The majority of this is at the lower end of the price band. Both terraced and flats then have 26% of the market share with terraced dominating this sector. The higher end of the market is generally slow.

### **An Agent's View**

Corsham has experienced steady growth in house transactions and prices over recent years. With its accessibility to Bath and Chippenham and a stable local work place there have been no massive variations in the availability of work. There is scope and demand in the town for new homes generally with demand for quality homes at reasonable prices.

### **Devizes**

#### **House Price Trends**

1. Devizes is a one of the oldest towns in Wiltshire and offers a range of housing from some fine period property through to modern homes. As a busy market town Devizes has, for its size, a high quality and well regarded town centre that has a good range of shopping and recreational facilities. The town benefits from its own leisure centre and is home to the Wiltshire Police Authority.

There is a good housing market in Devizes that attracts purchasers not only locally but from further a field, for example, people who are locating into the area for work purposes from other parts of the country. Those who buy and commute generally do so for the 'quality of life' rather than cost saving. The agency view is that the split of buyers is 50/50 local /commuters.

Devizes has a full range of property styles available from period homes found centrally around the Castle through to modern new build properties set on the edge of the town.

Historically development of the town was essentially on the eastern flanks moving outwards with later development being focused around the arterial routes into the town. The most recent development is happening to the north of the town off the A361. The west has seen limited development.

2. The table below provides an overview of how the Devizes housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

The figures are reflective of SN10 which takes in some villages such as Urchfont, West Lavington and Erlestoke.

Devizes SN10	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	332,710	75	342,843	200	292,753	229	288,662	245
Semi-detached	205,173	48	193,523	162	178,090	150	181,439	157
Terraced	192,542	83	171,178	186	156,091	170	149,137	220
Flat	160,963	47	139,847	73	119,526	27	98,446	74

#### Observations from the above table:

- House prices in Devizes have risen on a progressive basis, typically by a similar amount each year and in each group.
- The area to benefit from the largest growth is the flat market, with average annual increases over the last 3 years of 17.7% with a total growth value of 63.5% over the review period. The second best performing sector is the terraced housing stock, again rising by 29.1%. Semi's and detached have seen 13% and 15% rises.
- Unit volumes have in all cases been relatively consistent over the review period with little variations in numbers, typically 10%. The exception to this has been the flat market that has varied with significant differences in consecutive years.
- Market share of the terraced and flat markets has steadily increased from 42.2% in 2004 to 51.3 % in 2007. Clearly this is a sector that has shown good growth, generally fuelled by the increasing prices of the terraced homes.
- The pricing jump from terraced home to Semi-detached in Devizes area is an affordable one, these figures show at present that jump is only £12,631. However the increase to detached is £127,537 a substantial leap.
- Devizes has seen in past years 'controlled' development in selective areas that have resulted in a stable market place with steady values. The last few years have seen a big increase in developer activity with David Wilson, Persimmon, Crest and local developers all having active sites.

#### Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites.

The below table shows the parish of Devizes:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	5,176
Household spaces with residents	Count	4,943
Vacant household spaces	Count	218
Second residence / holiday accommodation	Count	18
All household spaces: Whole detached house / bungalows	Count	1,013
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	3,006
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	1,160
Average household size (person)	Rate	2.26
Average number of rooms per household	Rate	5.30
All households: Occupancy rating -1 or less	Count	277
Households with central heating and sole use of bath / shower and toilet	Count	4,712
Households with lowest floor level above ground level	Count	622
Households with owner-occupied tenure	Count	3,074
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	1,351
Households with tenure rented from private landlord or letting agency or other tenure	Count	518

#### Observations from the above table:

- The split between detached housing and semi/terraced is 19.5%/58%.
- 59.3% of housing stock is owner occupied.
- 26.1% of the housing stock is still in Local Authority/Housing Association ownership.
- There appears to be a higher percentage of social housing in Devizes than other towns within the study area.
- Private landlords own 10% of the housing stock.
- Sequence estimate that approx 4.3% of the housing stock is 'on the market' at present. 2006 completions of 621 represent approx 12% of the housing stock. This suggests that the 'moving cycle' in Devizes is more frequent than many in the study area, being approximately every 8 years.

#### Current Market

1. Devizes offered a selection of homes in various styles and price ranges (as at August 2007). The table gives an indication of the properties that were available at that time.

Property Type	No Available	Price Range £'s	
Detached	87	£1m Bishops Canning	£167,000 Devizes (2 Bed )
Semi-Detached	41	£395,000 Marden	£145,000 Devizes (2 Bed )

Property Type	No Available	Price Range £'s	
Terraced	56	£375,000 Devizes (Period)	£119,950 Devizes (1 Bed )
Apartment	41	£249,950 Potterne (Period)	£87,000 Devizes (1 Bed )

Shared Ownership 1 listed @ £58,000.

- Properties at the higher end of the market will typically be in village locations and lower priced ones in Devizes town itself.

Devizes has three local authority estates that do produce reasonably high volumes of sales throughout the year but have relatively low values, ie a 4 bed end terrace sold for £145,000 in September 2007.

At present there is high demand for Semi-detached housing although most new developments are catering for either the apartment or detached market. There is some terraced housing available.

### An Agent's View

Devizes is a town that has been slowly evolving with well-located developments. There is scope for the town to develop further with its good infrastructure, quality countryside surroundings and access to places of interest. Being perceived by occupiers/purchasers as easily commutable to places such as Swindon, Chippenham, Trowbridge, Bath and Salisbury adds to its appeal.

Locally there is scope in the market to introduce further shared ownership properties, a better selection of mid range properties and more affordable first time homes.

### Melksham

#### House Price Trends

- Melksham is one of the smaller towns in the study area. Situated between its bigger neighbours Trowbridge, Chippenham and Devizes the town has in the past rated poorly with prospective purchasers in comparison to other local towns. The town centre is adequate for its size and there is a range of lower end shopping outlets. There is an older privately run leisure centre. Locally there is limited employment the largest employer being Avon Rubber. There are several large business parks set on the edge of the town and at Bower Hill.

The housing market in Melksham is very much driven by local purchasers. Bloor Homes have recently reported to Sequence that most of the sales on their latest development are to local people. To encourage these buyers they are offering a "buy now, pay later scheme" with 50-75% purchased and a step up of ownership later.

Historically many buyers from outlying towns would not consider purchasing in Melksham although this view is changing as modernisation and upgrading of the town progresses.

Most newer development in Melksham is towards the North along the A350, to the east and Bowerhill has also now become considered part of Melksham. This area again comprises predominantly newer housing types.

2. This table provides an overview of how the Melksham/Bowerhill housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Melksham SN12	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	276,515	65	271,041	125	260,047	124	230,180	241
Semi-detached	179,753	65	169,051	175	165,798	166	156,889	239
Terraced	148,324	62	142,095	159	136,658	112	135,076	182
Flat	116,805	27	95,010	61	99,744	26	97,527	42

#### Observations from the table:

- House sale completions have dropped from a high in 2004 of 704 units by 26% to 520 in 2006. 2007 looks set to decrease again with 219 so far this year.
- During the same period the £'s value of property has increased very slightly.
- The detached market has seen the greatest rise in prices during the review period. They have increased by 20.1% closely followed by apartments at 19.7%. Semis and terraced have increase 14.5% and 9.8% respectively.
- The apartment/terraced stock has accounted for two different consistent levels of the market. Up to 2005 they had a 32% share, from 2006 they have had 41% share.
- The value of the units in Melksham is generally speaking one of the lowest in the study area. There has been little growth and in fact the market has contracted over the past few years.
- There is a very low level of price increase between flats/terraced/semis with the total difference being £63,000. However once again the jump to detached is relatively high at just under £100,000.
- In 2006 76% of all property types sold were below the £250,000 stamp duty limit.

#### Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites.

The below table shows the parish of Melksham:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	6,021
Household spaces with residents	Count	5,897
Vacant household spaces	Count	153
Second residence / holiday accommodation	Count	5
All household spaces: Whole detached house / bungalows	Count	1,297
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	4,042
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	716
Average household size (person)	Rate	2.38
Average number of rooms per household	Rate	5.40
All households: Occupancy rating -1 or less	Count	241
Households with central heating and sole use of bath / shower and toilet	Count	5,615

Household/Dwelling/Spaces	Calculate	Amount
Households with lowest floor level above ground level	Count	424
Households with owner-occupied tenure	Count	4,537
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	842
Households with tenure rented from private landlord or letting agency or other tenure	Count	518

#### Observations from the above table:

- The split between detached housing and semi/terraced is 21.5%/67.1%.
- 75.3% of housing stock is owner occupied.
- 13.9% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 8.6% of the housing stock.
- Sequence estimate that approximately 4.8% of the housing stock is 'on the market' at present. 2006 completions of 520 represent approx 8.6 % of the housing stock. This suggests that the 'moving cycle' in Melksham is less frequent than most in the study area, being approximately every 11.6 years.

#### Current Market

1. At the time of the study (August 2007) there was a limited range of property available for sale in Melksham, in the main, close to the town centre and ranging from older homes to modern houses. The table below shows property available in August 2007.

Property Type	No Available	Price Range £'s	
Detached	95	£1.95m Broughton Gifford	£179,950 Melksham
Semi-detached	82	£465,000 Broughton Gifford	£138,950 Melksham (2 bed)
Terraced	74	£345,000 Melksham (Period)	£109,950 Melksham (1 bed)
Apartment	37	£185,000 Melksham (Retirement)	£82,000 Melksham (Retirement)

2. Properties at the higher end of the market are set within quality village locations (with the SN12 postcode) and are generally sought after properties.

The average four bed detached Melksham home starts at around £300,000.

#### An Agent's View

With regards to future development, in view of its proximity to Chippenham and its improving image it is felt that there is a market within the town for new properties across the housing range from apartments to detached houses.

## Trowbridge

### House Price Trends

1. Trowbridge is a thriving market town with a good infrastructure with is a good level of industry in the town to support both buyers locally and movers into the town. Over recent years there has been ongoing volume development within and around the town.

The largest new development area has been at Hilperton (Paxcroft Mead) along with the land at Staverton Marina, which has been a long standing development area. In addition to these locations there has been development in and around the town centre of both older conversion and new build.

Trowbridge has a range of property from period houses and buildings in the centre, through to the industrial workforce Victorian terraced homes, 1930's semis and a range of new build. Typically the latter has been located on the peripheries of the town, however more recently newer units are available throughout Trowbridge both centrally and on the outskirts. Trowbridge appears to have a good mix of housing catering for all types of buyers.

2. This below table provides an overview of how the Trowbridge housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Trowbridge BA14	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	261,762	164	264,534	415	240,013	309	240,208	372
Semi-detached	178,195	149	171,844	384	162,372	298	155,839	370
Terraced	154,086	171	142,828	415	137,623	339	128,826	375
Flat	114,013	65	109,058	172	107,372	161	108,530	170

### Observations from the above table:

- 2004 was a well-balanced year. Completion levels across the dwelling type were fairly even in numbers showing that there was a good market, led probably by local forces and a majority of local buyers.
- No single property sector has increased in value more than 19.6% over the review period, this being terraced housing. Semi's rose by 14.3%, detached by 8% and flats by only 5%.
- Overall unit numbers dropped in 2005-2004 by 14%, however these then rose in 2006-2005 by 25%. This we believe is due to the new build market.
- Flats and terraced housing have represented 42% of the market share consistently through the review period. Flats in particular have maintained the same completion rate through 2004-2007 at around 160-170, with 2007 looking like repeating the pattern.
- In every year detached completions have mirrored terraced completions almost identically.
- Detached housing has not risen significantly over the review period and prices have remained static with the exception of a 10% jump 2005-2006 of £24,000.
- Trowbridge exhibits a market where the opportunity to 'move up market' is sustainable and achievable. The jumps up from house types are all acceptable with the jump from semi to detached being only £83,000, one of the lowest in the review area.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites.

The table shows the parish of Trowbridge:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	12,192
Household spaces with residents	Count	11,778
Vacant household spaces	Count	410
Second residence / holiday accommodation	Count	19
All household spaces: Whole detached house / bungalows	Count	2,927
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	7,640
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	1,640
Average household size (person)	Rate	2.36
Average number of rooms per household	Rate	5.40
All households: Occupancy rating -1 or less	Count	600
Households with central heating and sole use of bath / shower and toilet	Count	11,121
Households with lowest floor level above ground level	Count	831
Households with owner-occupied tenure	Count	8,996
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	1,612
Households with tenure rented from private landlord or letting agency or other tenure	Count	1,170

### Observations from the above table:

- The split between detached housing and semi/terraced is 24%/62.7%. This shows a lower than average number of detached properties. This is indicative of many working towns and in keeping with areas of lower paid salaries.
- 73.8% of housing stock is owner occupied, once again a higher than average figure demonstrating that there is a desire to own property when it is affordable.
- 13.2% of the Housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 9.6% of the housing stock.
- Sequence estimate that approximately 5.2% of the housing stock is 'on the market' at present. 2006 completions of 1386 represent approximately 11.4% of the housing stock. This suggests that the 'moving cycle' in Trowbridge is slightly more frequent than most in the study area, being approximately every 9 years.

### Current Market

1. Trowbridge offers a range of property available to the buyer. At present there are 785 properties on the market, giving variety across the whole range of housing.

Property Type	No Available	Price Range £'s	
Detached	214	£1.1m West Ashton (Period Detached & Land)	£174,950 Trowbridge (3 Bed)
Semi-detached	140	£675,000 Trowbridge (Barn Conversion)	£130,000 Trowbridge (2 bed)
Terraced	186	£369,995 Holt	£149,995 Trowbridge (2 Bed)
Apartment	90	£249,995 Holt	£70,000 Trowbridge (1 Bed)

2. Properties in the higher price ranges tend to be in the countryside being either period or more substantial houses. Areas such as Holt which are included due to the postcode selection criteria are closer towards Bradford on Avon and as such this will push pricing upwards. Below is an indication of the average prices for property in the main Trowbridge town area.

Detached	c£270-290,000
Semi's	c£240-270,000
Terraced	c£225,000

### An Agents View

Trowbridge has both a local mover market and purchasers who move in to commute. Bath is a short train journey away from Trowbridge and with considerably lower prices than Bath, purchasers are willing to commute.

However, with the anticipated increase in employment opportunities as proposed in the West of England Sub-Regional Strategy there will be increased demand for additional new housing within Trowbridge which may, to some degree reduce the need to commute.

### Westbury

#### House Price Trends

1. Westbury is another established market town, smaller than neighbouring Trowbridge and less developed due to location and local planning constraints. Potential development land is limited in Westbury due to topography with the Salisbury Plains lying to the south, Dilton Marsh to the West and the East the Plains and cement works. Therefore most new development has been centred around Westbury Leigh and older infill sites through the town.

As development has been limited the town has a larger stock of older property with a range of Victorian/1930's housing sited around the town centre. Slightly newer property is found to the west and east at Frogmore. Westbury has a reasonable market that is generally again centred around local movers. With limited workplace opportunities there is probably a 60/40 split in favour of local movers to incomers.

This local market has ensured that property prices, even though Westbury has a good rail link to London and Bath, remain affordable to the local buyer.

2. The below table provides an overview of how the Westbury housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Westbury BA13	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	253,273	71	253,218	195	239,705	177	238,300	221
Semi-detached	157,368	59	158,272	162	154,356	154	149,456	214
Terraced	140,698	67	137,495	171	132,449	169	130,131	177
Flat	111,636	22	98,594	78	91,025	61	77,862	30

#### Observations from the table:

- Unit numbers have over the period 2004–2006 reduced from 642 to 606, approximately a 5% reduction.
- Det-Semi-Ter houses have over the review period increased in price by only 5.3% to 8.1%, an average growth of 6.5%
- Apartments have increased in value by a massive 43.3% over the same period, unit numbers increasing by 160%.
- Across the same period terraced house sales have remained constant at around circa 170 with detached and semis showing a similar pattern subject to a slight dip in 2005.
- For the past 3 years the terraced/flat market has accounted for 41% of completions in Westbury.
- The difference in price in the Flat-Ter-Semi range is a mere £45,732, whilst a move to a detached is approximately £100,000 higher.

#### Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table below shows the parish of Westbury:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	4,917
Household spaces with residents	Count	4,762
Vacant household spaces	Count	153
Second residence / holiday accommodation	Count	12
All household spaces: Whole detached house / bungalows	Count	1,446
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	2,961
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	520
Average household size (person)	Rate	2.31
Average number of rooms per household	Rate	5.24
All households: Occupancy rating -1 or less	Count	246
Households with central heating and sole use of bath / shower and toilet	Count	4,483

Household/Dwelling/Spaces	Calculate	Amount
Households with lowest floor level above ground level	Count	293
Households with owner-occupied tenure	Count	3,702
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	543
Households with tenure rented from private landlord or letting agency or other tenure	Count	517

#### Observations from the above table:

- The split between detached housing and semi/terraced is 30.4%/62.1%. This shows a higher than average split across the study area in favour of detached properties.
- 77.7% of housing stock is owner occupied.
- 11.4% of the housing stock is still in Local Authority/Housing Association ownership. Private landlords own 10.8% of the housing stock, again this is a little higher than the average.
- Sequence estimate that approximately 6.2% of the housing stock is 'on the market' at present. 2006 completions of 606 (estimated at Westbury) represent approximately 11.4 % of the housing stock. This suggests that the 'moving cycle' in Westbury is more frequent than many in the study area being approximately every 8-9 years.

#### Current Market

1. Westbury offers a range of property from period to predominantly 1930's council and private housing. The majority of newer homes for the town are located on the peripheries. The table shows property available (as at August 2007).

Property Type	No Available	Price Range £'s	
Detached	92	£925,000 Brokerswood	£165,000 Westbury
Semi-detached	55	£399,950 Bratton	£122,500 Westbury (2 Bed)
Terraced	79	£450,000 Westbury (Period)	£112,000 Westbury (1 Bed)
Apartment	30	£159,950 Westbury	£75,000 Westbury (1 Bed)

2. Properties at the higher range tend to be in the outlying villages and or period property. Properties in Westbury, at present, tend to start at:

Detached	£300,000
Semis	£255,000
Terraced	£222,000

The lower pricing levels have a higher percentage sold, not uncommon with most towns.

## An Agent's View

The market in Westbury is fairly consistent with only small fluctuations. Although there has been new development in Westbury, there are limitations on availability of land and there does not appear to be unduly strong demand for large sites from developers at present.

However there does appear to be a shortage of affordable, home buy property in Westbury and with few local high paying employment opportunities to retain people locally this issue will need to be addressed.

## Wootton Bassett

### House Price Trends

1. Wootton Bassett is a dormitory town of Swindon. With limited local workplace opportunity most inhabitants commute the 8 miles to Swindon. As such the town has developed over the years around a central High Street.

The housing stock in Wootton Bassett comprises in the main of post 1950's modern property with several large estates that have been developed over the years, easily identifiable by their layout and design. There are some local authority areas and some 1930's and Victorian properties.

Many people living in Wootton Bassett do so for a lifestyle choice, living away from where they work.

Within recent years development in Wootton Bassett has been aimed at the top end of the market with detached homes being the main constituent.

The town has always been popular and is likely to remain so as it offers what purchasers perceive to be a more relaxed environment than that of West Swindon and Swindon in general.

2. This table provides an overview of how the Wootton Bassett housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry

Wootton Bassett SN4 7 & SN4 8	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	279,040	36	303,879	95	270,787	72	255,284	94
Semi-detached	206,375	31	181,005	91	177,089	78	172,904	103
Terraced	159,940	40	148,424	101	140,108	75	140,092	106
Flat	102,590	19	103,172	35	86,479	18	93,263	37

### Observations from the above table:

- In general property prices have risen slowly and steadily over the review period with the exception of 2006-2007 where detached property values dropped by 10%. This may be related to the influence that the Swindon market has on the town and of course the economic climate.
- In general though, each sector has shown an increase in value over the review period. Semi-detached housing has grown in value by 19%, with terraced at 14% and flats and detached at 10% and 9% respectively.
- As in most of the smaller towns, on average 42% of completions are in the flat and terraced sector.

- Wootton Bassett has demonstrated evenness through the market, with all the detached, semi and terraced market each taking approximately 30% share year on year, the balance being made up of flats.
- The period 2004-2005 saw total unit numbers drop by 28% (97 units). The market then picked back up again.
- The cost of moving 'up market' in Wootton Bassett is not as high as in other towns in the review area. The cost is on average £58,820 which is relatively affordable.
- All the above linked with the area's reasonable quality schooling ensure a healthy local moving market place.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table shows the parish of Wootton Bassett:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	4,710
Household spaces with residents	Count	4,617
Vacant household spaces	Count	80
Second residence / holiday accommodation	Count	15
All household spaces: Whole detached house / bungalows	Count	1,412
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	2,715
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	585
Average household size (person)	Rate	2.37
Average number of rooms per household	Rate	5.56
All households: Occupancy rating -1 or less	Count	228
Households with central heating and sole use of bath / shower and toilet	Count	4,410
Households with lowest floor level above ground level	Count	309
Households with owner-occupied tenure	Count	3,643
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	537
Households with tenure rented from private landlord or letting agency or other tenure	Count	437

## Observations from the above table:

- The split between detached housing and semi/terraced is 29.9%/57.6%. This, like Cricklade, is indicative of a suburb town with more property available in these higher levels.
- 77.3% of housing stock is owner occupied, once again a higher than average figure which is influenced by the fact that Wootton Bassett is a 'new town' developing alongside Swindon.
- 11.4% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 9.2% of the housing stock.
- Sequence estimate that approximately 3.9% of the housing stock is 'on the market' at present. 2006 completions of 322 represent approx 6.8% of the housing stock. This is lower than most

areas. This suggests that the 'moving cycle' in Wootton Bassett is less frequent than all the other areas with a turn over period of approximately 15 years.

### Current Market

1. Wootton Bassett offers a range of property from first time homes through to period manor houses with land. Higher priced property is generally either situated in village locations or is an older style property within Wootton Bassett. There are many quality modern executive homes that do command high prices due to their size and setting.

At present 30% of available housing in Wootton Bassett is what would be considered to be 'First Time Buyer' properties. On a review of Rightmove statistics Sequence confirm that during September 2007 2994 people registered looking for properties costing up to £200,000 in comparison to 4599 looking in the £200,000+ price range.

Reasonably high volumes of property are sold within Wootton Bassett, these sales however tend to be at the lower end of all property sectors.

Property Type	No Available	Price Range £'s	
Detached	73	£895,000 W Bassett (7 Bed Manor House)	£189,950 W Bassett
Semi-detached	56	£465,000 Tockenham (Cottage + Land)	£157,500 W Bassett (2 Bed)
Terraced	27	£299,995 W Bassett (5 Bed)	£105,000 W Bassett (2 Bed)
Apartment	30	£200,000 W Bassett	£75,950 W Bassett (Studio)

2 Properties, Re Sale showing as Shared Ownership.

2. Properties at the higher end tend to be either in village locations or are what would be considered 'special', of significant character, exceptional gardens or benefiting from some other unusual features. These only make up approx 10% of the present available property. Generally the property prices highest levels in Wootton Bassett are:

Detached c £340,000  
Semis c £285,000  
Terraced c £200,000

### An Agent's View

Wootton Bassett has in the past performed well, there have been both local and commuter buyers and it is felt that this trend will continue. Unlike its bigger neighbours the town has not had an influx of apartment developments and most previous development has comprised a good mixture of property types.

## Part Two

### Cricklade

#### House Price Trends

1. Cricklade is an ancient Saxon town set between Swindon and Cirencester. The High Street offers limited shops; and there is local schooling and recreational facilities. Cricklade provides easy access to Swindon and Cirencester.

Cricklade's High Street is the oldest part of the town with most residential properties here being period in age. There is then some limited Victorian style housing with the majority of the housing lying to the south and west and dating back to the 1950's to 1980's.

2. This table provides an overview of how the Cricklade housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry

Cricklade SN6	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	362,167	15	332,930	68	337,274	59	352,473	68
Semi-detached	250,954	12	213,959	38	207,382	45	191,052	50
Terraced	190,291	24	209,431	47	194,645	38	180,055	53
Flat	119,750	4	140,833	3	118,112	4	98,167	3

#### Observations from the above table:

- The housing market in Cricklade is consistent. Total numbers of transactions average around 158 per year.
- The best performing sector has been the Semi-detached market where values have increased by 31% (£59,902) over the review period. In contrast detached has performed extremely poorly with only a 2.7% increase in 3.5 years.
- Flats and terraced houses have averaged around 30% increase in value. This may be due to the fact that there has been very little new development in this sector and that many first time buyers and investors look to the Priory Vale market in Swindon, 8 miles away.
- 2007 to date flats and terraced have accounted for 50% of the total market share.
- Cricklade appears to have a steady residential market where demand has been equal to supply resulting in an average of 10% growth in property value over the review period.

#### Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table shows the parish of Cricklade:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	1,686
Household spaces with residents	Count	1,640
Vacant household spaces	Count	42
Second residence / holiday accommodation	Count	4
All household spaces: Whole detached house / bungalows	Count	707
All household spaces: Whole semi-detached / terraced houses / bungalow.	Count	824
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	155
Average household size (person)	Rate	2.49
Average number of rooms per household	Rate	5.98
All households: Occupancy rating -1 or less	Count	45
Households with central heating and sole use of bath / shower and toilet	Count	1,590
Households with lowest floor level above ground level	Count	81
Households with owner-occupied tenure	Count	1,305
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	212
Households with tenure rented from private landlord or letting agency or other tenure	Count	123

#### Observations from the above table:

- The split between detached housing and semi/terraced is 41.9%/48.8%. This shows a higher than average number of detached and Semi-detached properties, which may suggest that Cricklade can be viewed as a dormitory town to Swindon as these properties are unlikely to be within the price range of first time buyers and the most of the occupants commute to work in other towns (including Swindon).
- 77.4% of housing stock is owner occupied.
- 12.5% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 7.3% of the housing stock.
- Sequence estimate that approximately 4.5% of the housing stock is 'on the market' at present. 2006 completions of 156 represent approx 9.3 % of the housing stock. This suggests that the 'moving cycle' in Cricklade is, as for Corsham, average for the study area being approximately every 10 years.

#### Current Market

The current market (as at August 2007) in Cricklade (SN6 6) sees only 76 properties available. These offer a choice of homes across the price spectrum. However the numbers are such that in the semi, terraced and flat market there are only 27 properties; this is 35.5% of the market.

We are unable to ascertain how demand for these properties compares to other locations within the study area. Given it's proximity to Swindon, it is likely that given the opportunity many buyers would consider moving to this location if opportunities were available. However at present the town's infrastructure would not be adequate to support mass development.

Property Type	No Available	Price Range £'s	
Detached	49	£1.6m Cricklade (Period & Land)	£219,995 Cricklade (3 Bed)
Semi-detached	9	£1m Cricklade (7 Bed Period)	£194,950 Cricklade
Terraced	15	£299,950 Cricklade	£147,500 Cricklade (2 Bed)
Apartment	3	£135,000 Cricklade	£135,000

0 Shared Ownership/Homebuy properties advertised.

The starting prices quoted are for 'special' properties, eg those with "unique selling points" such as character cottages. Average starting points are as follows

Detached High £600,000's  
Semis High £300,000's

## Marlborough

### House Price Trends

This table provides an overview of how the Marlborough housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry:

Marlborough SN8	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	470,522	96	439,326	214	422,174	166	380,723	183
Semi-detached	289,569	40	252,091	113	244,257	74	217,064	88
Terraced	269,423	39	235,389	109	209,479	85	195,279	88
Flat	214,954	12	202,743	38	165,590	37	162,857	46

### Observations from the above table:

- Property prices in Marlborough have risen over the review period significantly. Terraced housing has seen an increase in price of 37.9%, semis 33.4% and flats 31.9%.
- The lowest performing sector is detached houses at only 23.5%
- The above is perhaps influenced by 'London Buyers' wanting a second home. Typically this category of buyers seek smaller properties due to the capital expenditure required which pushes up demand for flats, terraced housing and Semi-detached properties.
- The flat and terraced sector account for approx 30% of the total market through the review period.
- The market unit numbers dropped 2004-2005 by 9%, however 2006-2005 saw an increase of transactions again, by 28% (70 units).

- Differentials in the market place are surprisingly small between flats and semis, the average difference being £74,000. However the next jump to detached is one of the highest in the study area at £180,953. This is no doubt due to the nature of the area.
- Terraced and semi transactions have been almost identical through the review period.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table shows the parish of Marlborough:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	3,185
Household spaces with residents	Count	3,057
Vacant household spaces	Count	97
Second residence / holiday accommodation	Count	32
All household spaces: Whole detached house / bungalows	Count	1,084
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	1,622
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	480
Average household size (person)	Rate	2.29
Average number of rooms per household	Rate	5.72
All households: Occupancy rating -1 or less	Count	146
Households with central heating and sole use of bath / shower and toilet	Count	2,962
Households with lowest floor level above ground level	Count	283
Households with owner-occupied tenure	Count	2,020
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	649
Households with tenure rented from private landlord or letting agency or other tenure	Count	388

## Observations from the above table:

- The split between detached housing and semi/terraced is 34%/50.9%. This demonstrates that Marlborough has over the years been a town where wealth has been a driving factor.
- 63.4% of housing stock is owner occupied, lower than might be expected, however high prices would account for this.
- 20.3% of the housing stock is still in Local Authority/Housing Association ownership which is higher than in most towns in the study area.
- Private landlords own 12.2% of the housing stock, again higher than most other towns.
- Sequence estimate that approximately 7.4% of the housing stock is 'on the market' at present. 2006 completions of 474 (estimated at Marlborough) represent approximately 15 % of the housing stock. This suggests that the 'moving cycle' in Marlborough is more frequent than most in the study area, being approximately every 6-7 years.

## Current Market

This table is a snapshot of the availability of housing in Marlborough at present. Once again the information is taken from Rightmove's reporting system

Property Type	No Available	Price Range £'s	
Detached	61	£2.5m Great Bedwyn	£235,000 Marlborough ( 3 Bed Bungalow)
Semi-detached	50	£455,000 Marlborough (4 Bed Period )	£139,950 Marlborough (2 Bed)
Terraced	39	£500,000 Marlborough (period)	£125,000 Marlborough (1 Bed)
Apartment	17	£325,000 Marlborough	£140,000 Marlborough (1Bed)

## Warminster

### House Price Trends

This table provides an overview of how the Warminster housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry

Warminster BA12	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	332,521	75	325,806	204	276,544	159	277,569	197
Semi-detached	186,343	77	182,251	174	179,059	106	171,713	150
Terraced	169,331	88	159,988	159	154,611	132	141,167	127
Flat	103,679	13	95,172	56	96,581	35	93,356	50

### Observations from the above table:

- House prices have risen in Warminster over the review period with detached and terraced each rising by nearly 20% semis and flats showing less significantly increases of 8.5% and 11% respectively.
- Flats and terraced properties have accounted for approximately 39% of the market in all years, with 2007 continuing the trend.
- Unit numbers dropped by 18% across 2004-2005 rising again in 2006 by a massive 37% to give an overall increase in numbers over the review period.
- There are two big differentials in the pricing area. The jump from flat to terraced is approximately £66,000, a relatively high proportionate jump with the differential between semis and terraced being close at only £20,000. However the jump up to detached is one of the highest in the review area at a massive £146,178.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table shows the parish of Warminster.

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	7,654
Household spaces with residents	Count	7,296
Vacant household spaces	Count	349
Second residence / holiday accommodation	Count	27
All household spaces: Whole detached house / bungalows	Count	2,002
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	4,616
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	1,054
Average household size (person)	Rate	2.28
Average number of rooms per household	Rate	5.29
All households: Occupancy rating -1 or less	Count	383
Households with central heating and sole use of bath / shower and toilet	Count	6,892
Households with lowest floor level above ground level	Count	538
Households with owner-occupied tenure	Count	5,091
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	1,011
Households with tenure rented from private landlord or letting agency or other tenure	Count	1,194

### Observations from the above table:

- The split between detached housing and semi/terraced is 26.1%/60.3%. Bearing in mind Warminster's history with the Armed Forces, which provides predominantly terraced and Semi-detached houses across its Married Quarters Estate this split is not unexpected.
- 66.5% of housing stock is owner occupied
- 13.2% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 15.5% of the housing stock, higher than most other towns. This can be explained by the MOD housing within the parish.
- Sequence estimate that approximately 4.1% of the housing stock is 'on the market' at present. 2006 estimated completions of 593 represent approximately 7.7% of the housing stock. This is somewhat lower than most of the other towns in the study area and suggests that the 'moving cycle' in Warminster is a turn over period of approximately 13 years.

### Current Market

This table is a snapshot of the availability of housing in Warminster at present. Once again the information is taken from Rightmove's reporting system.

Property Type	No Available	Price Range £'s	
Detached	92	£895,000 Warminster (4 bed Period)	£180,000 Warminster (3 Bed)
Semi-detached	52	£399,950 Warminster (4 Bed Period)	£159,950 Warminster (2 bed Bungalow)
Terraced	54	£350,000 Warminster (G2 Listed 3 Bed)	£125,000 Warminster (1 Bed)
Apartment	11	£149,950 Warminster (3 Bed)	£65,000 Warminster (1Bed retirement)

There are no shared ownerships advertised.

## Malmesbury

### House Price Trends

This table provides an overview of how the Malmesbury housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry

Malmesbury SN16	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	441,195	43	362,951	109	352,944	93	338,753	109
Semi-detached	243,533	24	223,341	69	223,253	85	224,486	70
Terraced	277,721	32	206,440	58	220,136	58	196,515	68
Flat	148,495	11	164,025	18	150,961	19	127,000	17

### Observations from the above table:

- Total unit numbers have been consistent over the review period with no major variation in any sector.
- 2006-2004 Flats and terraced houses account for 30% of the market. From 2007 to date this figure has increased by almost 10% to nearly 40% of the total sales.
- Prices have risen over the review period. Very unusually terraced units have risen by an enormous 41% followed by detached at 30%. Flats have increased in value by 16.9% and semis have struggled at 8.4%
- At present the average for terraced homes is £34,000 higher than that for semis although generally there is a tendency for these two styles to be similar in value.
- Malmesbury is an area where the difference in value between house types is likely to 'hold back' the market. Possible reasons for these high differences in value could be the 'holiday home' scenario.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites

The table shows the parish of Malmesbury:

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	2,035
Household spaces with residents	Count	1,927
Vacant household spaces	Count	74
Second residence / holiday accommodation	Count	34
All household spaces: Whole detached house / bungalows	Count	509
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	1,318
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	208
Average household size (person)	Rate	2.36
Average number of rooms per household	Rate	5.63
All households: Occupancy rating -1 or less	Count	76
Households with central heating and sole use of bath / shower and toilet	Count	1,842
Households with lowest floor level above ground level	Count	111
Households with owner-occupied tenure	Count	1,388
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	303
Households with tenure rented from private landlord or letting agency or other tenure	Count	236

### Observations from the above table:

- The split between detached housing and semi/terraced is 25%/64.7%.
- 68.2% of housing stock is owner occupied.
- 14.8% of the housing stock is still in Local Authority/Housing Association ownership.
- Private landlords own 11.6% of the housing stock.
- Sequence estimate that approximately 5.5% of the housing stock is 'on the market' at present. 2006 completions of 254 represent approx 12.5% of the housing stock. This suggests that the 'moving cycle' in Malmesbury is a turn over period of approximately 8 years.

### Current Market

This table is a snapshot of the availability of housing in Malmesbury at present. Once again the information is taken from Rightmove's reporting system.

Property Type	No Available	Price Range £'s	
Detached	54	£1.1m Minety (5 Bed)	£239,950 Malmesbury (3 Bed)
Semi-detached	21	£450,000 Eastcourt (4 bed)	£145,000 Minety ( 2 Bed)
Terraced	48	£500,000 Malmesbury (4Bed)	£153,500 Malmesbury (2 Bed)
Apartment	31	£500,000 Charlton Park 5 Bed Conversion Manor House	£124,950 Malmesbury (1Bed)

Average detached home values in Malmesbury are around £450,000. Values above this relate to village located properties.

There are no shared ownership opportunities advertised.

### **Bradford On Avon**

#### **House Price Trends**

This table provides an overview of how the Bradford-on-Avon housing market has performed over the past 3.5 years. Figures have been sourced from Rightmove's link with the Land Registry.

Bradford BA15	2007		2006		2005		2004	
	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold	Ave. Sale	Units Sold
Detached	407,798	29	377,546	89	379,037	71	346,888	90
Semi-detached	231,314	29	237,023	82	227,758	73	211,253	72
Terraced	223,868	36	236421	91	209,051	60	204,111	54
Flat	156,839	19	169,615	39	139,242	18	153,300	33

#### **Observations from the above table:**

- During the review period property prices have risen by varying degrees with the best performing sector being detached with prices rising 17.5%. However none of the other sectors have increased any greater than 9.4%.
- The flat sector has no real growth at only 2.3%.
- The flat sector unit numbers and values have varied over the review period, however terraced and flats accounted for approx 35% of the market in 2004-2005, rising to an average of 45% in 2006 & 2007.
- Overall unit numbers declined in 2005 with a 10% drop on 2004, however a massive 35.5% rise happened in 2006. This was helped along by a 51% increase in terraced sales (an additional 31 units).

- In all sectors except detached prices have fallen in 2007 by between 2.5% and 7.5%, with flats having the biggest fall and semis the smallest.
- Evidence of supply and demand issues are seen in 2004 v 2005 detached unit figures. Unit numbers dropped by 21% with values rising the same period by 10%.

## Housing Profile

The table below shows the housing profile as per 2001 census information. These figures are taken from government websites.

The table shows the parish of Bradford on Avon.

Household/Dwelling/Spaces	Calculate	Amount
All dwellings	Count	4,271
Household spaces with residents	Count	4,15710
Vacant household spaces	Count	100
Second residence / holiday accommodation	Count	19
All household spaces: Whole detached house / bungalows	Count	1,153
All household spaces: Whole semi-detached / terraced houses / bungalow	Count	2,605
All household spaces: Flat maisonette or apartment; or caravan or temporary structure	Count	518
Average household size (person)	Rate	2.24
Average number of rooms per household	Rate	5.70
All households: Occupancy rating -1 or less	Count	161
Households with central heating and sole use of bath / shower and toilet	Count	4,002
Households with lowest floor level above ground level	Count	312
Households with owner-occupied tenure	Count	3,207
Households with tenure rented from Council ... or Housing Association / Registered Social Landlord	Count	550
Households with tenure rented from private landlord or letting agency or other tenure	Count	400

### Observations from the above table:

- The split between detached housing and semi/terraced is 26.9%/60.9%.
- 75% of housing stock is owner occupied, tending to suggest that this is a reasonably affluent area.
- 12.8% of the housing stock is still in Local Authority/Housing Association ownership. This is a reasonably low percentage for a high value town.
- Private landlords own 9.4% of the housing stock.
- Sequence estimate that approximately 5.8% of the housing stock is 'on the market' at present. 2006 completions of 301 represent approx 7% of the housing stock. This suggests that the 'moving cycle' in Bradford on Avon is a turn over period of approx 14 years, second only to Wootton Bassett.

## Current Market

This table is a snapshot of the availability of housing in Bradford on Avon at present. Once again the information is taken from Rightmove's reporting system.

Property Type	No Available	Price Range £'s	
Detached	56	£900,000 Bradford (4 Bed)	£224,950 Bradford (2 Bed Bungalow)
Semi-detached	46	£650,000 Bradford (4 Bed)	£165,000 (3 Bed Ex Local Auth)
Terraced	53	£575,000 Bradford (4 Bed)	£150,000 Bradford (2 Bed Ex Local Auth)
Apartment	28	£450,000 Bradford ( period)	£109,950 Bradford (1 Bed )

At present there are no shared ownership deals being advertised.

52 properties are sold subject to contract representing 28% of the stock, the highest category being 18 detached representing 32% of that market. Of these 55% are above £400,000 which confirms that this is a reasonably affluent area and property values are likely to be higher here than other parts of the county.

## **APPENDIX 1**

### **POSTCODE MAP**

