

# BP2

**Land & Property  
Consultants**

**Former Aneurin Sports & Social Club,  
Heol Aneurin, Caerphilly**

**Market Demand Assessment  
June 2024**

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[Aneurin Sports & Social Club, Heol Aneurin, Caerphilly, CF83 2PG](#)



**1 - Instructions**

BP2 have been instructed to provide our assessment of the current commercial market demand for the subject property.

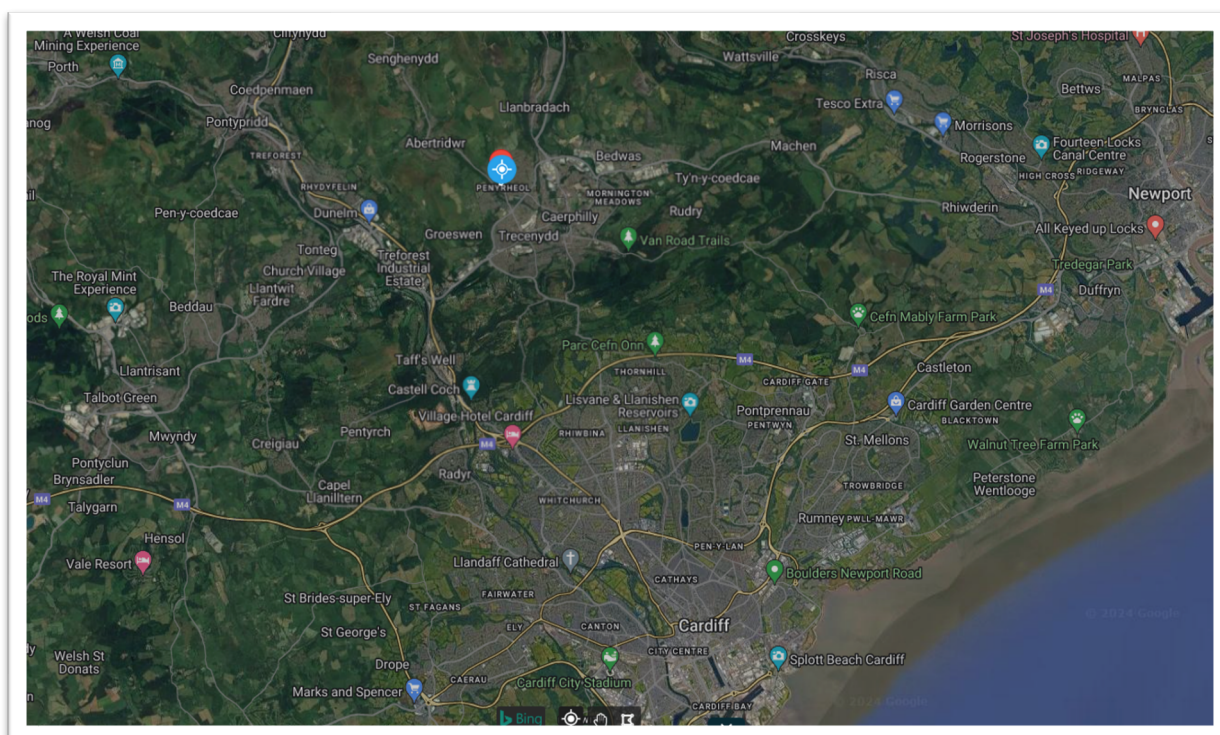
Whilst the instruction was for a desktop assessment only, we have visited the site and surrounding area to carry out a visual inspection.

We have also made 'off market' approaches direct to occupiers to gauge feedback for a variety of uses.

## 2 – The Property

The property comprises a former sports and social club which has been recently demolished to form a cleared site.

The property is located within a suburb of Caerphilly in a densely populated area, which is situated approximately 3 miles to the north of the M4 motorway and approximately 8 miles to the north of Cardiff, which is the capital centre of Wales. Refer to the location plan (fig 1) below.



*Figure 1 – Location Plan*

The site is situated on a main road location, prominent to both passing traffic and footfall, and in close proximity to a community centre and primary school. It is accessed off Heol Aneurin which links the suburb of Penyrheol to Caerphilly via the B4263.

The site provides approximately 1.026 Acres.

Refer to the site plan (fig 2) below.

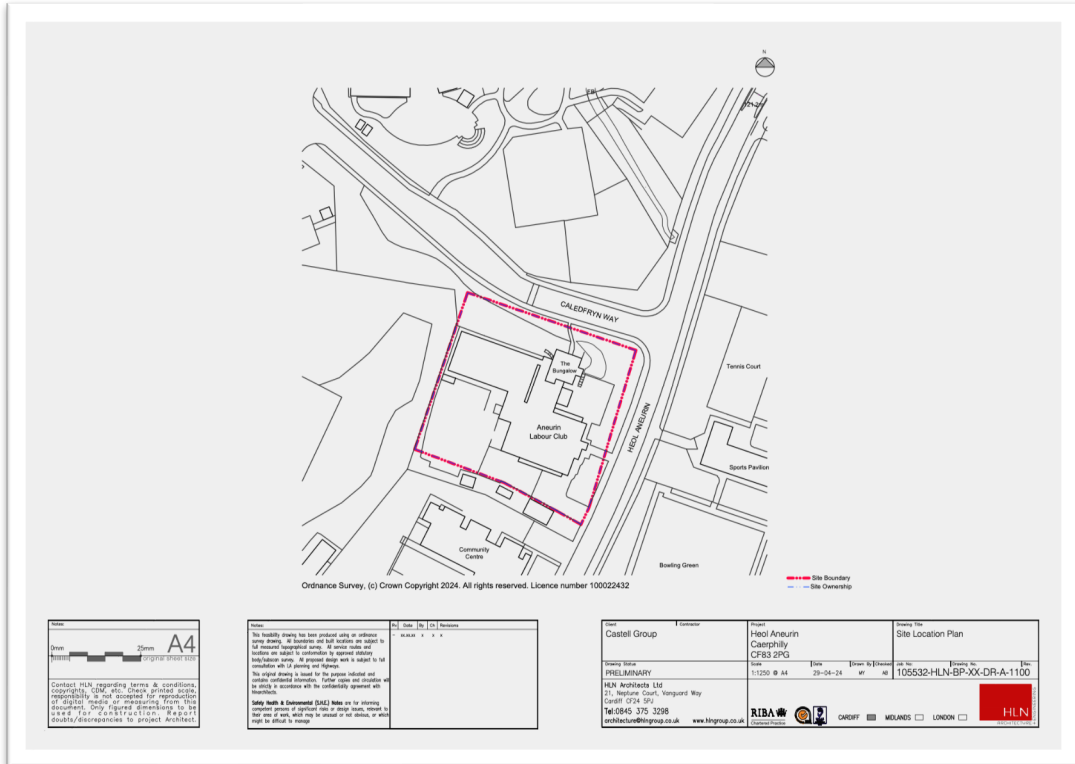


Figure 2 – Site Plan



### 3 – Commercial Market Demand

The site has been cleared and so we base our comments below on the presumption of new build commercial development.

#### Existing Use

The previous use of the property has been within the licensed/leisure/A3 trade.

The new-build market for A3 premises is dominated by a handful of national occupiers who can provide sufficient covenant strength to sustain the significant level of investment required.

Even if there was market demand, which we consider to be highly unlikely, a local or independent A3 occupier would not be able to provide sufficient covenant for funding of a development of this nature.

These occupiers want to generally locate in “prime” areas – either more affluent district centres, town or city centre locations, busy arterial routes or retail parks.

Whilst occupiers such as Marston’s have recently been active within the marketplace, we do not consider this location to be suitable for a new build public house facility given its location and lack of prominence to a main arterial route.

#### Drive Thru

Please refer to the map of existing drive-thru occupiers within both the immediate and further vicinity of the subject site (fig 3)

Whilst the drive-thru marketplace is extremely active at the present time with a number of coffee and fast food occupiers acquiring sites throughout the country, the market is dominated by national occupiers as they are able to offer significant covenant strength to sustain funding for a new build development.

Occupiers in the immediate vicinity include MacDonalds, Costa, KFC and Starbucks who all have representation in and around the Caerphilly area. Requirements for this type of use are already limited given the presence of these existing occupiers.

Drive-thru occupiers are particularly sensitive to location and either want to be in a highly prominent location on a busy retail park or alternatively a busy arterial route offering 20,000 + traffic movement a day as a minimum.

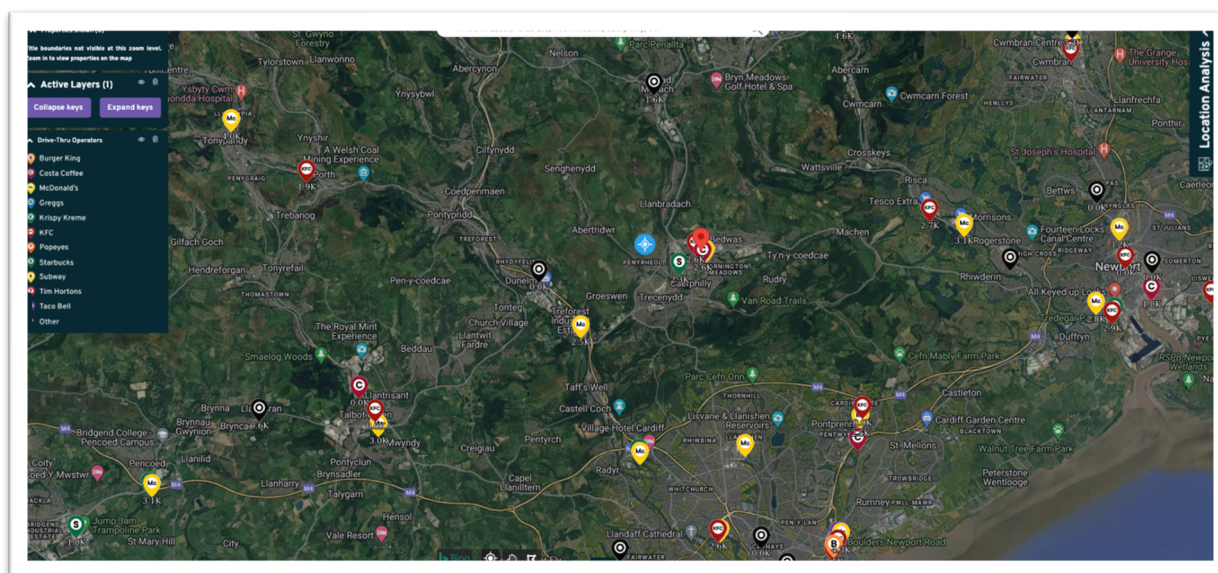


Figure 3 – Drive Thru Location Map

We therefore consider the subject location to not be suitable both in terms of traffic movements and prominence for a drive-thru occupier, in addition to lack of demand.

### Convenience Store/Food Retail

Please refer to the map showing the existing convenience and food retail stores in the immediate vicinity (fig 4).

Whilst we consider that a potentially larger store may have demand for the area (for example Lidl, Farmfoods or Aldi) it is considered that the site size is not large enough to accommodate their modern store requirements, together with associated parking, which generally takes in excess of 2 acres.

The immediate local area is dominated by a 4,500 sq. ft Tesco Express store which is situated in close proximity to the subject site, and provides significant competition for any potential new occupier in the area.

We have made direct approaches to some of the other actively acquiring occupiers within the food retail sector including Asda, Co-Op and Spar.

The feedback from all of the occupiers has been to reject the site due to a number of reasons;

- proximity to the existing Tesco store which occupies a superior trading position
- Preference for a more recognised commercial centre location
- Deliveries / vehicle accessibility (i.e. the need to widen the existing entrance way which we understand is not possible due to the title constraints).

We do however consider that there is potential market demand for a smaller retail unit ancillary to a larger development of sufficient, of c. 1,000 sq. ft.

The occupier of this would likely be a more local covenant, for example a bakery / café / hairdresser or potentially a medical use e.g. physiotherapist. We would advise allowing as wide a range of use classes as possible in order to be 'market facing' if this is to be included in a development.

Notwithstanding the above comments, the Estimated Rental Value for a unit of this nature is likely be around £10-12psf, which is likely to be less than the development cost.

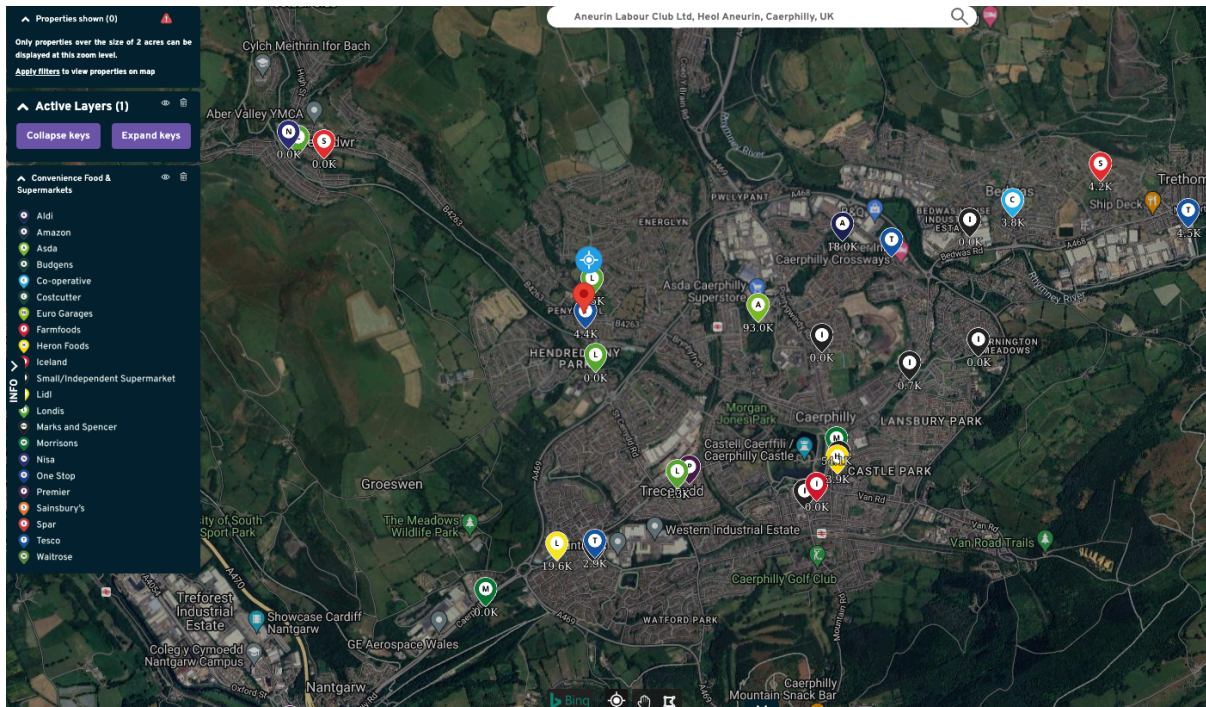


Figure 4 – Food Retail Location Map

## Other Commercial Uses

We have also considered alternative commercial uses which we do not deem suitable for development of the site:

- Industrial / Office – the location is not a recognised industrial or office location and as such we do not consider development of this use appropriate for this location.
- Gym – Gym occupiers are active in the marketplace but the rents that can be paid are not sufficient to sustain a new development. Therefore they tend to locate in existing buildings in more ‘prime’ locations on retail parks and city centres.
- Retail Warehousing – The Caerphilly market is well served with this type of use through its retail parks , which are situated in more prominent and accessible locations.
- Hotel – Limited market demand and inappropriate location.



## 4 – Conclusion

In summary, we are of the opinion that future commercial use for the site is not sustainable under current market conditions.

The site location does not provide sufficient main road prominence to be attractive to modern commercial occupiers, across a range of sectors.

Whilst there may be some demand for a small ancillary commercial unit as part of a larger development, this will not drive sufficient value for a development of a site of this nature.

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