

Deceuninck Ltd and Persimmon Homes (Wessex) Ltd

Client

Deceuninck Ltd
and Persimmon
Homes (Wessex)
Ltd

Services Provided

Industrial Agency

Timescale

Alder King Contact



James Gregory

T 01793 428106

E jgregory@alderking.com



The Project

As its business in the UK expanded, Deceuninck, manufacturers and distributors of extruded plastic products for the construction industry, needed to significantly increase the size of its 100,000 sq ft (9,290 sq m) facility at Calne in Wiltshire.

Deceuninck instructed Alder King to identify a site providing a minimum of 10 acres and after an extensive search, the company selected a 17 acre (6.9 ha) site at Beversbrook Business Park in Calne, close to its existing operation.

During negotiations with the landowner, North Wiltshire District Council, Alder King overcame the potential problems presented by a rival bidder by advising Deceuninck to promote part of the site for residential development and so enhance the value.

Alder King then introduced Persimmon Homes as the purchaser of 5 acres (2 ha) of the site.

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PROPERTY CONSULTANTS

Bristol 0117 317 1000

Cardiff 029 2022 0000

Exeter 01392 353080

Gloucester 01452 623290

Swindon 01793 615477

Taunton 01823 444879

Truro 01872 222174

01793 615477

5 LITTLE LONDON COURT, SWINDON
SN1 3HY

alderking.com

Deceuninck Ltd and Persimmon Homes

Because Deceuninck was expanding so quickly it needed additional short-term storage during the development process and following a property search, Alder King acquired 50,000 sq ft (4,645 sq m) of overflow warehousing at Colerne.

The Outcome

Both Deceuninck and Persimmon have development sites with planning for their respective uses. Deceuninck can now continue its expansion programme, while Persimmon is able to meet the continued demand for new homes in Calne. Deceuninck has subsequently instructed Alder King to manage a similar project for a sister company in Greater Manchester.