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Eddisons

Stoke industrial heritage site goes up for auction



The site of a former historic pottery in Stoke on Trent is to be put up for sale by auction this month, with planning permission for conversion to residential apartments.

The former Falcon Works off London Road will be offered for sale by auctioneer Pugh at its next North West property auction in Manchester on 17 October, with a guide price of £250,000 plus. The 1.5 acre Falcon Works site has planning consent to develop two new residential blocks, as well as for alterations to be made to the existing listed factory buildings to create 43 affordable apartments.

The factory was originally the home of the WH Goss pottery business, which moved to the site in 1870 and specialised in ceramic souvenir-ware, designed to incorporate the crests and names of seaside resorts and popular with Victorian holidaymakers.

The site was bought by Portmeirion in the 1960s and two landmark bottle kilns and a workshop building that were part of the original Falcon Works were given listed building status in 1979.

Paul Thompson, managing director of Manchester-based property auctioneer, Pugh, said: “Not surprisingly we have already had a great deal of interest in the Falcon Works site as the demand for development opportunities remains constant.



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“The factory played an important role in the industrial history of the Potteries and it’s not very often that a site with so much historic interest and commercial potential comes on the market.

“With quality affordable housing in short supply in Stoke as in the rest of the UK, the sale looks set to open a new chapter for the Falcon Works as a valuable community resource.”

Established 25 years ago, Pugh was acquired by property consultant Eddisons last year and now has a team of 36 staff. The firm sold £100m of property at auction in 2016. Its North West property auction will take place on 17 October at the AJ Bell Stadium in Manchester.

The full catalogue is available to view at <http://www.pugh-auctions.com>