



Waterlooville - Former BAE Systems Site

Marketing Report

On behalf of Hargreaves Properties plc

1st Iteration

20 May 2015

Our Ref: JAL/lh/286/36/1

Contents

1. Introduction
2. Relevant experience
3. The site
4. Development plan policy
5. Background commentary on the state of the leisure market
6. Existing provision of leisure facilities in the surrounding area
7. Scope of marketing
8. Direct approach to cinema occupiers
9. Direct approach to local bowling operators
10. Other methods of publicity
11. Conclusion

Appendices

1. Site Location Plan
2. Estates Gazette Article, Dated 14 February 2015
3. Current Cinema Provision In The Region
4. Marketing Strategy, Dated October 2014
5. Email To National Operators
6. The Responses Of The National Operators
7. Letter to Local Bowling Operators
8. Schedule of Approaches to Existing Cinema Operators
9. Marketing Sales Particulars

1 INTRODUCTION

- 1.1 This report is prepared jointly by Lambert Smith Hampton and Vail Williams (“LSH and VW”), on the instruction of Hargreaves Property plc (the “developer”), relative to the former BAE Systems site in Waterloo (the “site”).
- 1.2 The report has been undertaken to explore the market demand for leisure occupiers in light of local aspirations, but also without prejudice to the range of uses that might reasonably be expected to be secured in accordance with local development policies for the site and the developer’s desire to promote a viable and economically sustainable development.
- 1.3 The purpose of this report is to describe the marketing initiatives undertaken relative to the site from the commencement of marketing (in December 2014) to date. It will be updated as initiatives continue, and iterations of this report will be passed to the local authority for review within a wider “concept masterplan”. The concept masterplan itself is an evolving document, and will accompany the full planning applications that will be submitted to the local authority for individual plots. The concept masterplan will illustrate the wider context of each planning application to the local authority, to confirm the developer’s vision for the site. In this context, this report and its future iterations will inform the approach taken to the land uses proposed within that document.
- 1.4 The structure of the report is summarised as follows :-
- The relevant experience of LSH and VW (section 2);
 - The site (section 3);
 - Development plan policy (section 4);
 - Background commentary on trends in the leisure market (section 5);
 - Existing provision of leisure facilities in the surrounding area (section 6)
 - The scope of the marketing (section 7);
 - Direct approach to occupiers (section 8);
 - Other methods of publicity (section 9), and
 - Conclusions and recommended next steps (section 10).

2 RELEVANT EXPERIENCE

2.1 As previously confirmed, the agents are Lambeth Smith Hampton and Vail Williams. Both have experience in the leisure sector with examples summarised in 2.3 and 2.4 below.

2.2 The campaign is being run by both Practices' Southampton offices (lead directors: John Butt at LSH and Martin Tice at Vail Williams), albeit with support from their firms' nationwide office networks. This ensures that local knowledge is complemented by country-wide exposure.

2.3 LSH has handled the following leisure based instructions in the recent past:

- **Havant Retail Park, Bedhampton** – involvement in the marketing of the site, including its bowling alley
- **Antelope Park, Southampton** – the acquisition of premises for Gala Bingo

2.4 Vail Williams has handled the following leisure based instructions in the recent past:

- **Port Solent Portsmouth** – Vail Williams were involved with the land assembly and master planning for this major mixed use development comprising the marina, ancillary marine related uses, retail, leisure, restaurants and residential. As part of the marketing programme demand from leisure uses was identified and the implemented scheme includes a multi screen cinema.
- **Gunwharf Quays** – Vail Williams were involved with the land assembly and master planning for this major mixed use development comprising the marina, retail, leisure, restaurants and residential. As part of the marketing programme demand from leisure uses was identified and the implemented scheme includes a multi screen cinema and indoor bowling centre.

2.5 Thus, both LSH and VW are well placed to market the property for leisure uses.

2.6 In addition VW have been involved with the marketing of surplus space within the site for a number of years and, as a result of that activity, there have been a number of enquires for leisure related use which are being followed up as part of the marketing strategy.

3 THE SITE

- 3.1 The site was originally developed by BAE Systems and, for many years, was a centre for the development and production of under-water defence systems. Approximately 5 years ago the site was deemed surplus to BAE's ongoing property requirements and was subject to a phased withdrawal and sale to the current owners late in 2013. The site area is approximately 12 acres.
- 3.2 The site is prominently located to the north-west of Waterloooville town centre with frontage to Hambledon Road. Immediately to the west of the site is the well-established Brambles Estate which offers a range of industrial, warehousing and office buildings.
- 3.3 A Major Development Area, which is known as Berewood, is located immediately to the south and west of the site and has potential to provide in excess of 3,000 new homes and up to 1 million square feet of employment space.
- 3.4 On the opposite side of Hambledon Road, Gallagher Retail Park was constructed approximately 14 years ago and recently Sainsbury's have opened a new 100,000 sq ft superstore.

4 DEVELOPMENT PLAN POLICY

- 4.1 The Development Plan consists of the Havant Borough Local Plan – Core Strategy (adopted March 2011), the Havant Borough Local Plan – Allocations (adopted July 2014) and the Local Plan Policies Map. The Local Plan Allocations document, within Policy WA2, has allocated the Site as “land at BAE Systems Technology (Site Ref and Policy BD54)”, for mixed use development incorporating "economic development", hotel and leisure.
- 4.2 The explanatory bullet points to Policy BD54 confirm that the site should be redeveloped for uses defined as "economic development" within the NPPF, including leisure uses and a hotel subject to viability. The bullet points further indicate that the site has potential for large scale leisure uses such as a bowling alley or cinema that could not be accommodated within the town centre.
- 4.3 In this context, the purpose of the marketing exercise described by this report is to explore whether there is commercial interest in the site from leisure occupiers. However, it should be noted that the exercise is not a requirement of planning policy, and leisure is one of the many “economic development” uses that are confirmed as being acceptable within the Development Plan allocation.

5 BACKGROUND COMMENTARY

- 5.1 In establishing a viable and sustainable leisure development, warranting the level of investment required, a key anchor to act as a catalyst for wider interest is an essential first step. In the current market, the most attractive and effective anchor is a cinema, not least as they have relatively little need to be brought forward in the context of other leisure facilities. However, a range of leisure uses (including bowling alleys and gyms, as well as restaurants) would find the site attractive, in the context of such an anchor.
- 5.2 Conversely, without an anchor, it is very difficult to “sell” the site to the other leisure operators mentioned above. Bowling operators, in particular, are very reluctant to move to locations where they would represent the only, or main, leisure use.
- 5.3 The Estates Gazette attached at **Appendix 2** and dated 14th February 2015 indicates that landlords across the country are focused on increasing the leisure element of major shopping centres and have been devising extension and refurbishment schemes designed to be anchored by a multiplex cinema. Evidence of this in the region is the recent opening of the new Cineworld at Whiteley Village which is adjacent to the major new shopping centre. It also indicates that smaller cinemas can be a good fit as a leisure anchor.
- 5.4 However, the prospect of oversupply is raised, and the article states that visits in 2014 were down by 5% compared with 2013 and 9% compared with 2012. Box office receipts have also fallen, despite an increase in prices, with the gross value of UK cinema tickets sold in 2014 down by 2% on the year before on 2013. In this context, the focus of the national operators is large catchment areas where there are not established multiplex operators already.
- 5.5 Notwithstanding the aforementioned commentary relative to oversupply, the best prospects of attracting leisure occupiers to the site are through the confirmation of a cinema anchor. Further, it is recognised that bringing a new cinema to Waterlooville is a long-standing local aspiration. For these reasons, the principal marketing activity to date has been targeted towards potential demand from national and local cinema operators, both large and small. This is described in further detail in section 8.
- 5.6 In addition to this, a letter has been sent to local bowling operators, in order to ensure that they are aware of the site, and the opportunity it presents to accommodate a new bowling alley – this is described in section 9. Further, other forms of publicity have been pursued to confirm to the wider market to promote the site as a leisure opportunity (which, evidently, would include cinema and bowling operations), in a manner scoped and agreed with the local authority, and this is described in section 10.

6 EXISTING PROVISION OF CINEMA FACILITIES IN THE SURROUNDING AREA

6.1 The site's catchment is already well served by cinemas across all sizes and models, A map illustrating the location of current provision is included in **Appendix 3**. The established operators are as follows:-

- **Cineworld, Chichester Gate, Chichester** – Chichester Gate is a relatively small leisure destination within walking distance of the city centre.
- **Cineworld, Ocean Village, Southampton** – Ocean Village is a well-established leisure, employment and residential location in the heart of the city.
- **Cineworld, Whiteley** – The most recent new opening in the region located adjacent to the new Whiteley shopping area.
- **Odeon, Port Solent, Portsmouth** – This was an early “first generation” out of town location and we understand that it is scheduled for refurbishment and extension. Port Solent is a well-established leisure destination with the benefit of the attractive marina environment.
- **National Amusements, Watermark, West Quay, Southampton** – A new multiplex cinema is currently under construction as part of Phase 1 of Watermark, West Quay and will be in direct competition with the Odeon at Leisure World.
- **Odeon Leisure World, West Quay Road, Southampton** – This is an early “first generation” multiplex cinema which does not have the benefit of surrounding leisure uses.
- **Reel Cinema, Market Quay, Fareham** – This is located in the heart of Fareham's town centre.
- **Vue, The Swan Centre, Eastleigh** – This is located in the heart of Eastleigh town centre.
- **Vue, Gunwharf Quays, Portsmouth** – The anchor leisure occupier for the Gunwharf development which includes a wide range of retail and leisure uses.
- **Chichester Cinema, New Park Road, Chichester** – A single screen cinema which is established as a charity.
- **Harbour Lights Picture House, Ocean Village, Southampton** – A single screen “niche” cinema which sits alongside the Cineworld multiplex.
- **No. 3 Cinema, Guildhall, Portsmouth** – A single screen cinema operated by Portsmouth City Council.
- **No. 6 Cinema, Boathouse, Portsmouth Historic Dockyard** – A single screen cinema operated by volunteers as a non-profit making organisation.

6.2 It is in the context of this provision that marketing to cinema operators has taken place.

7 SCOPE OF MARKETING

- 7.1 The scope of the marketing that has taken place, as described in this report, is in line with a marketing strategy that was submitted to the Council and agreed with officers in January 2015. This strategy is attached at **Appendix 4**. Although the strategy referred to both cinemas and bowling alleys, for the reasons explained in the previous section, to date marketing has focused on cinema operators (although local bowling operators have also been approached).
- 7.2 This strategy envisaged that the leisure elements of the development would be marketed by a variety of methods. However, given the limited number of cinema and bowling alley operators, both locally and nationally, direct liaison with the relevant chains and their representatives was confirmed as being the most effective method of securing interest.
- 7.3 However, the strategy also suggested that the following might be appropriate:
- A local occupier mail-out to appropriate and established operators;
 - Advertisement in the national property press in the event of special editions being produced angled at these particular types of use, the Estates Gazette and Property Week being appropriate for this purpose ;
 - A listing on the marketing agent's website;
 - A listing on the Estate Agent's Clearing House;
 - Listings on EGi and CoStar/Focus databases, and
 - A listing on "PIP.NET" for six weeks.
- 7.4 It was agreed that the wide and extensive exposure proposed by the strategy would ensure that leisure uses are marketed in a full and thorough manner. The following two sections of this report provide commentary relative to the direct approaches to operators and the other methods of publicity pursued.

8 DIRECT APPROACH TO CINEMA OCCUPIERS

8.1 LSH and VWs' principal activity has been directly liaising with the head offices of the national cinema operators (both large and small) and their representatives, to ascertain their requirements and to confirm whether they have any aspirations to operate from the site.

8.2 Initial approaches, by way of an e-mail dated **2 February** (sample attached at **Appendix 5**). The scope and content of this e-mail was agreed with the local authority. This e-mail was followed up by telephone calls, and further enquiries to other parties if appropriate. As is typical, these approaches generated considerable amounts of e-mails and telephone calls, however, the most important and the responses are attached at **Appendix 6**. The responses can be summarised as follows:

- **Vue Cinemas** – No requirement for Waterloo. They do not believe that the catchment can support another multiplex cinema. They consider that the existing market has sufficient coverage being serviced by Vue Cinema at Gunwharf, Reel at Fareham, Odeon at Port Solent and Cineworld at Chichester Gate.
- **National Amusements** – They are focused on major city centre opportunities and will be the operator at Watermark, West Quay in Southampton. They have no further requirements for the Portsmouth/Southampton region.
- **Odeon Cinemas** represented by Jones Lang La Salle – They do not have a requirement for the region as they consider that there is already sufficient representation.
- **Curzon Cinemas** represented by Savills – They have confirmed that the demographics for the region do not suit their requirements.
- **Everyman Group** – They do not consider that this is an opportunity for Everyman Group.
- **Cineworld** – The location and proposed scheme is not of interest.
- **Picture-house** – Have not yet responded, but this is being chased.

8.3 In this context, none of the national cinema operators have indicated that they would be interested in occupying the site.

9 DIRECT APPROACH TO LOCAL BOWLING OPERATORS

9.1 On 26 January 2015 VW wrote (sample letter attached at **Appendix 7**) to the following local bowling operators:

- AMF Bowling;
- Bowlplex;
- Go Bowling;
- MFA Bowl, and
- Tenpin.

9.2 The letter confirmed that the site was suitable for a ten pin bowling alley, in the context of the major development area to the south. The letter concluded by asking the operators to contact VW to discuss the opportunity further. However, no response was received from any of the operators, and as such no interest in the site was expressed.

10 OTHER METHODS OF PUBLICITY

10.1 In accordance with the agreed marketing strategy, other methods of publicity – in addition to direct approaches to operators – were explored. Commentary in respect of the methods set out in the strategy are as follows:-

- **A local occupier mail-out** – a letter was sent out to all of the cinemas located in the region. The four local operators are single screen cinemas and at least two of them are operated on a charitable basis. Follow up telephone calls were made with varying degrees of success. A schedule confirming those who were contacted, and their responses is included at **Appendix 8**. It was generally very difficult to speak to the senior individual on site at each cinema. We concluded that the managers of the national cinema operators are focused on day to day operational issues rather than the acquisition of new sites.
- **National property press** – although there was a leisure publication in the Estates Gazette in February 2015, at this point LSH and VW were well advanced with discussions with the cinema operators. In this context an advert would have served no purpose as the targets of any advertisement were already well aware of the opportunity.
- **Agents' websites** – the opportunity was been listed on Lambert Smith Hamptons and Vail Williams' websites for mixed-use development including leisure on during the marketing period, and this is ongoing. To date, no interest has emerged.
- **Estate agent's clearing house** – the opportunity has been listed for mixed-use development including leisure on the clearing house during the marketing period, to no effect.
- **EGL and Co-Star/Focus databases** – the opportunity has been listed on these databases during the marketing period, to no effect.
- **"pip.net"** – the opportunity has been listed for mixed-use development including leisure on pip.net for six weeks, to no effect.
- **Marketing particulars produced and boards erected on site** - a copy of the marketing particulars is included as **Appendix 9** to this report, and marketing boards are in position on site. To date, however, no interest has emerged.

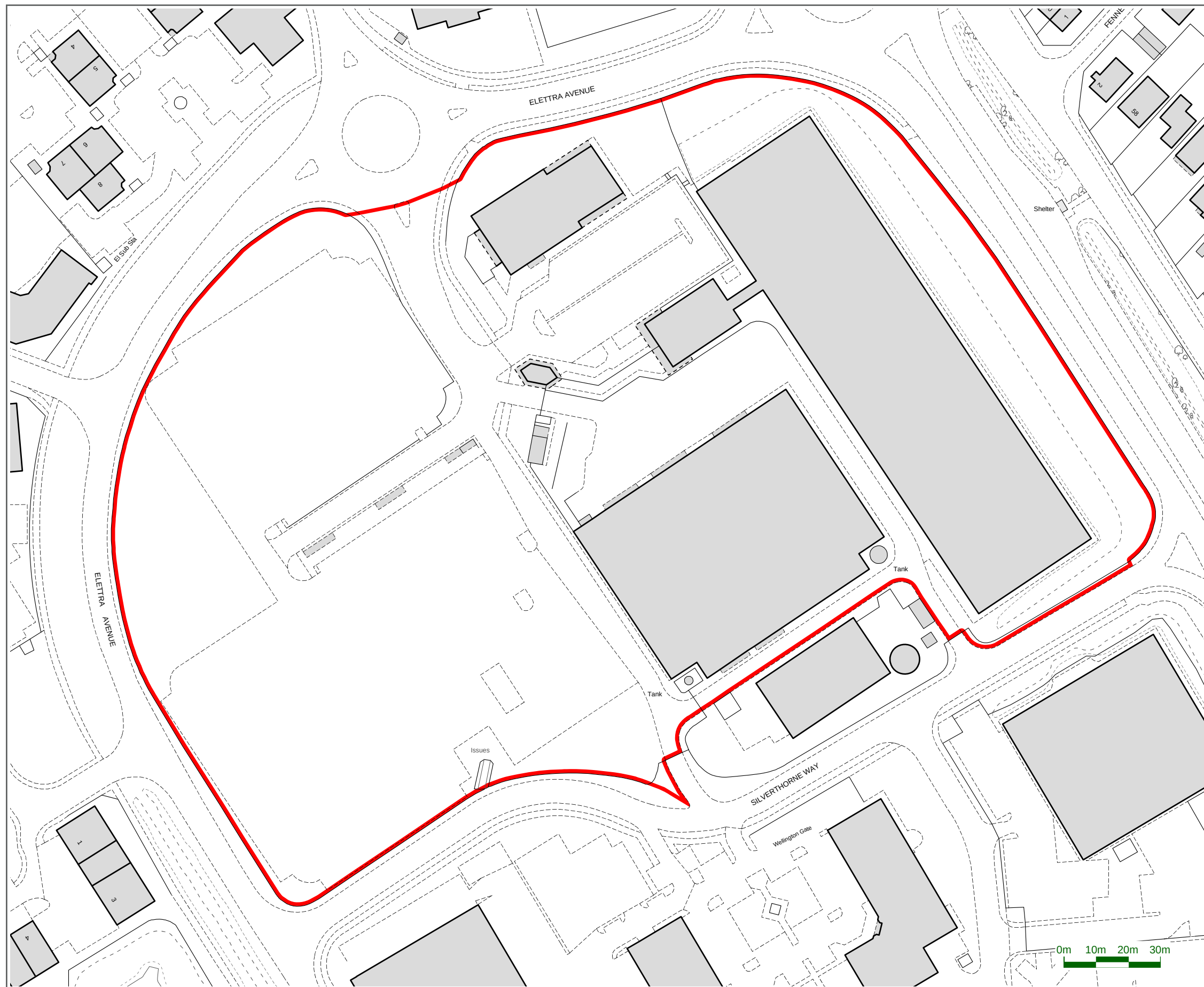
10.2 In conclusion, in terms of publicity this opportunity has been given full exposure to the appropriate market. However, to date it has not been possible to attract any appropriate interest.

11 CONCLUSIONS

- 11.1 The site has been subject to a marketing exercise by LSH and VW, and both agencies have extensive experience and competence in the regional leisure market. Given the need for an anchor tenant, and given local aspirations, this marketing exercise has concentrated primarily on attracting a cinema operator to the site. If a cinema operator can be identified, the site would be attractive to other leisure users (and without it, it would be relatively unattractive).
- 11.2 Interest from cinema operators has been comprehensively investigated, however it has been established that there is no demand at this location from the national multiplex operators, or other operators, not least as:
- There is already a strong representation of national and local cinema operators across the region;
 - The local operators are single screen cinemas run on a charitable/non-profit making structure with no apparent appetite for further expansion, and
 - The Estates Gazette article confirms that further demand is focused on large catchment areas ideally linked to existing shopping centres.
- 11.3 Further, enquiries to local bowling operators have not received any responses, and as such no demand has been identified for such a facility at the site.
- 11.4 Notwithstanding this, the leisure market will continue to be explored in the interests of securing this use on the site, if possible. However, the lack of occupier interest expressed to date confirms that it is correct for alternative uses to be considered to ensure that the site (including E Block) is brought forward for development at the earliest opportunity.
- 11.5 In terms of E block, this would take the form of a flexible planning permission allowing both leisure and/or retail. This permission, when granted, would have the double benefit of ensuring that the building is retained in beneficial use, and it will also assist future efforts to attract leisure occupiers to the site.

Appendix 1

Appendix 1 – Site Location Plan



SITE LOCATION PLAN
Elettra Avenue,
WATERLOOVILLE. PO7 7XS.



Scale @ A3 : 1:1250

Plan No. : 286/36/1_SLP01

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Appendix 2

Appendix 2 – Estates Gazette article



CINEMAS

SMASH OR FLOP?

AMBER ROLT

Desperate to increase the leisure element of major shopping centres, landlords up and down the country have been devising extension and refurbishment schemes designed to be anchored by a cinema.

A Savills report from last year says cinemas are the "holy grail" for leisure development.

Landlords want to increase the leisure offering in their centres because it extends their life and because shoppers increasingly demand it.

Land Securities bought X-Leisure in 2013 to help improve its leisure offering and the chief executives of virtually every major retail landlord have acknowledged the need to increase the amount of food, drink and entertainment on offer in their malls.

Cinemas give shoppers a reason to stay until late into the evening, increasing the chance they will eat and drink in the centre. Restaurants are therefore much more attracted to malls with a multiplex anchor, making cinemas an obvious target for shopping centre owners.

There are currently 743 cinemas comprising 3,947

ANALYSIS

Cinemas seen as 'holy grail' of centre development

But is the market going to be oversupplied?

screens in the UK, according to the Cinema Exhibitors Association, and JLL has forecast there will be "around 20 new cinema openings" in each of the next three years, adding 540 new screens.

But are landlords getting too swept up by the Hollywood glamour and creating a potential over-supply problem?

Netflix, Amazon Prime, Blinkbox and other online streaming services are increasingly competing for every movie-going pound.

UK cinemas attracted 157.5m visits in 2014, according to the British Film Institute, down by 5% on 2013 and 9% on 2012, despite the economic recovery.

Box office receipts have also fallen, despite an increase in prices, with the gross value of UK cinema tickets sold in 2014 at £1.1bn, down by 2% on the year before.

"There will always be examples of over-delivery in some markets," says Rob Howarth, director of leisure at JLL. "But it should not be overstated – both cinema design and the context they locate in have evolved."

Howarth believes some new supply is necessary to replace old stock, pointing to Milton Keynes, where the 30-year-old Point – the UK's first Odeon multiplex – has become outdated, with its sloped floor and limited screen size.

Odeon is planning to replace it with a new IMAX facility at Stadium:MK which will be built alongside seven new restaurants.

Another issue that mall owners face is the small field of operators from which to fill the 60 new cinema sites.

"The main three operators are much more selective now," says CBRE director of leisure Toby Hall, who suggests they are less willing to go head-to-head in local markets.

Howarth adds: "The larger multiplex operators will increasingly find it hard to find large enough catchments to target where there is not already a multiplex."

But there is a potential solution.

Niche cinema operators such as Curzon, Everyman, Picturehouse Cinemas and The Light have all been expanding in the past few years.

"If a developer has a scheme and it needs a leisure anchor, then smaller cinemas are a good fit," Hall says.

When Hammerson opened Trinity Leeds in 2013, it was Everyman, not one of the big three operators, which had prelet the cinema space.

Movie makers are hoping the rise of the niche cinemas, which sell themselves as providing a unique or premium environment will help persuade consumers to pay for – and not pirate – films.

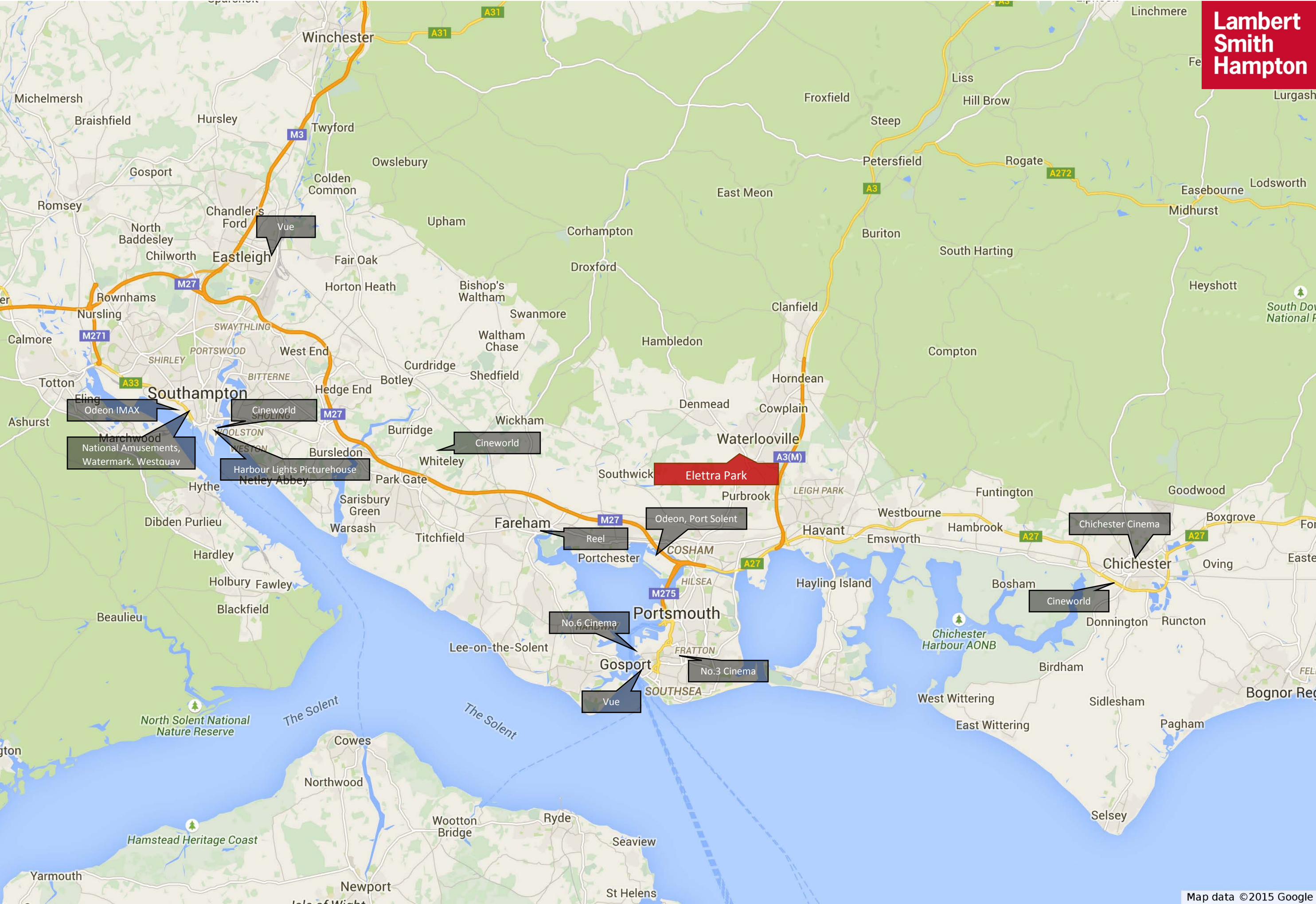
"At various points developments in home entertainment have threatened the economics of cinema, which is why the experience aspect needs to always be two or three steps ahead," says Phil Clapp, chief executive of the Cinema Exhibitor's Association.

"We recognise that there is a challenge. There are fewer young people and more leisure choices, but it is about growing and engaging."

BETTY IMAGES

Appendix 3

Appendix 3 – Cinema Location Map



Appendix 4

Appendix 4 – Marketing Note

WATERLOOVILLE – ELETTRA AVENUE

MARKETING STRATEGY

October 2014

1 INTRODUCTION

- 1.1 Planning permission was granted on [date TBC] for a mixed use development at the former BAe site, Elettra Avenue, Waterlooville (site plan attached). Expressly, consent provides for:

“Class C1 hotel, Class D2 cinema, Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 food store and retention of E block for use Class B1 offices, or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant”.

- 1.2 The permission is subject to a number of conditions, including Condition 4 [TBC], which requires the submission and approval of a marketing strategy for the leisure uses (defined as the cinema and bowling complex uses) prior to the commencement of development.

- 1.3 The associated informative, to the consent, advises that the Local Planning Authority will seek the inclusion of the following information within the marketing strategy:

- Details of the marketing agents to be instructed;
- Details of the marketing strategy itself;
- The terms on which the leisure uses will be offered, and
- The marketing programme, including update provisions.

- 1.4 These matters are addressed in the following submissions (which constitute the marketing strategy, relative to Condition 4, for approval).

2 THE MARKETING AGENT

- 2.1 The agents will be Lambeth Smith Hampton (LSH) and Vail Williams. Both have experience in the leisure sector with examples summarised in 2.3 and 2.4 below.

- 2.2 The campaign will be run by both Practice’s Southampton offices (lead directors: John Butt at LSH and Martin Tice at Vail Williams), albeit with support from their firms’ nationwide office networks. This ensures that local knowledge is complemented by country-wide exposure.

- 2.3 LSH has handled the following leisure based instructions in the recent past:

- **Havant Retail Park, Bedhampton** – involvement in the marketing of the site, including its bowling alley
- **Antelope Park, Southampton** – the acquisition of premises for Gala Bingo

2.4 Vail Williams has handled the following leisure based instructions in the recent past:

- **Port Solent Portsmouth** – Vail Williams were involved with the land assembly and master planning for this major mixed use development comprising the marina, ancillary marine related uses, retail, leisure, restaurants and residential. As part of the marketing programme demand from leisure uses was identified and the implemented scheme includes a multi screen cinema.
- **Gunwharf Quays** – Vail Williams were involved with the land assembly and master planning for this major mixed use development comprising the marina, retail, leisure, restaurants and residential. As part of the marketing programme demand from leisure uses was identified and the implemented scheme includes a multi screen cinema and indoor bowling centre.

2.5 Thus, both LSH and Vail Williams are well placed to market the property for leisure uses.

2.6 In addition Vail Williams have been involved with the marketing of surplus space within the property for a number of years and as a result of that activity there have been a number of enquires for leisure related use which will be investigated as part of this marketing strategy.

3 METHODS OF MARKETING AND TIMESCALES

3.1 The cinema and bowling alley elements of the development will be marketed by a variety of methods as are appropriate for this type of specialised use for which there is only a limited range of operators. Given the limited number of cinema and bowling alley operators both locally and nationally, direct liaison with the relevant chains and their representatives is likely to be the most effective method of securing interest. However, other methods that will be considered are:

1. A local occupier mail-out to appropriate and established operators;
2. Advertisement in the national property press in the event of special editions being produced angled at these particular types of use, the Estates Gazette and Property Week being appropriate for this purpose ;
3. A listing on the marketing agent's website;
4. A listing on the Estate Agent's Clearing House;
5. Listings on EGi and CoStar/Focus databases;
6. A listing on "PIP.NET" for six weeks

7. Marketing particulars produced & boards erected on-site.

4 **MARKETING TERMS**

- 4.1 The cinema and bowling elements of the development will be offered on the basis of initially seeking expressions of interest following which terms would need to be negotiated that are consistent with the operators requirements and as necessary to produce a realistic return on the capital investment in the project.

5 **PROGRAMME AND UPDATE PROVISIONS**

- 5.1 Marketing strategy will be implemented on the local authority's approval of this document, and the associated discharge of Condition 4 [TBC]. As the cinema and bowling alley elements of the development will complement one another and make them more attractive to potential occupiers, the two will be marketed in parallel.
- 5.2 Once the initial marketing exercise is carried out, and if occupier interest for either the cinema or bowling element cannot be identified, the merits of repeating the process at a later date will be reviewed. If there are indications that interest from operators might develop in the life of the planning permission, then regular contact will be maintained with the relevant parties or their representatives.

Appendix 5

Appendix 5 – Emails Out

Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: alastair.o@picturehouses.co.uk
Cc: Butt John
Subject: Cinema Opportunity - Waterlooville, Hampshire.
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Alistair

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

5 Town Quay, Southampton SO14 2AQ
T - 023 80 713076 M - 07771 503155 F - 023 8033 0060

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: andrew.bailey@curzon.com
Cc: chughes@savills.com; Butt John
Subject: Cinema Opportunity - Waterloooville Hampshire
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Andrew

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterloooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterloooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:23
To: Butt John; 'chughes@savills.com'
Subject: RE: Elettra Park - Curzon Cinemas
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Carlene

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:23
To: Windross, Dave
Cc: Butt John
Subject: RE: Elettra Park - Vue Cinemas
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Dave

Thank you for your earlier response and I apologise for having to resubmit this opportunity but we have been asked by the local authority to highlight additional information which I have outlined below as the site sits adjacent to a major development area. I would appreciate a revised response from you confirming that this has been taken into account and thank you in advance for your time.

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From: Windross, Dave [mailto:Dave.Windross@vuemail.com]
Sent: 19 January 2015 17:44
To: Butt John
Subject: RE: Elettra Park - Vue Cinemas

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: marketing@everymangroup.com
Cc: Butt John
Subject: Waterlooville, Hampshire - Cinema Opportunity
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Sir/Madam

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

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Kind regards

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: kevin.frost@cineworld.co.uk
Cc: Nathan Wareing; Butt John
Subject: Cinema Opportunity - Waterlooville Hampshire
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Kevin

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: mbarlow@national-amusements.com
Cc: Butt John
Subject: Waterlooville Hampshire - Cinema opportunity
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Mr Barlow

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

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Kind regards

John

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:23
To: Butt John; 'Nathan Wareing'
Subject: RE: Elettra Park - Cineworld
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Nathan

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

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Kind regards

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: p.coffey@odeonuk.com
Cc: Rob.Howarth@eu.jll.com; ross.kirton@colliers.com; Butt John
Subject: Waterlooville, Hampshire - Cinema Opportunity
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Paul

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

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Kind regards

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:23
To: Butt John; 'Rob.Howarth@eu.jll.com'
Cc: 'ross.kirton@colliers.com'
Subject: RE: Elettra Park - Odeon Cinemas
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Rob

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

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Brennan Nicola

From: Butt John
Sent: 02 February 2015 09:22
To: scottcustomerservice@googlemail.com
Cc: Butt John
Subject: Cinema Opportunity - Waterlooville Hampshire
Attachments: ELETTRA PARK - HARGREAVES FINAL (1).pdf

Dear Sir/ Madam

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville. We would be grateful if this information could be passed on to the relevant director responsible for property acquisition.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

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Appendix 6

Appendix 6 - Emails In

Brennan Nicola

From: Andrew Bailey [andrew.bailey@curzon.com] on behalf of Andrew Bailey
Sent: 02 February 2015 10:33
To: Butt John
Subject: Re: Cinema Opportunity - Waterlooville Hampshire

Dear John

Thanks for your email, which all looks very interesting.

Whilst I have an interest in new opportunities this sits within the remit of the Development Team

I have sent this onto Rob Kenny our Director of Cinema Development for review

Best

Andrew

On 2 February 2015 at 09:21, Butt John <JButt@lsh.co.uk> wrote:

Dear Andrew

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

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Kind regards

John

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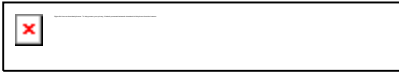
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--

Andrew Bailey
Head of Operations

Curzon Cinemas Ltd
2nd Floor
20-22 Stukeley Street
LONDON WC2B 5LR

Mobile: [**+44 \(0\) 7711 080 787**](tel:+44207711080787)
Email: [**andrew.bailey@curzon.com**](mailto:andrew.bailey@curzon.com)



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Brennan Nicola

From: Carlene Hughes [CHughes@savills.com]
Sent: 24 February 2015 14:41
To: Butt John
Subject: RE: Elettra Park - Curzon Cinemas

John,

I think I have already responded to say no on this one as the demographics don't suit their requirement.

Thanks

Carlene Hughes MRICS
Associate
Leisure

Savills, 33 Margaret Street, London, W1G 0JD



Tel : +44 (0) 20 7409 8177
Mobile : +44 (0) 7972 000 187
Email : chughes@savills.com
Website : www.savills.co.uk



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From: Butt John [mailto:JButt@lsh.co.uk]
Sent: 24 February 2015 14:39
To: Butt John; Carlene Hughes
Subject: RE: Elettra Park - Curzon Cinemas

Dear Carlene

Further to my note below are you able to let have a response please so we can establish if your clients actually have a requirement here?

Many thanks
Regards

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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From: Butt John
Sent: 02 February 2015 09:23
To: Butt John; 'chughes@savills.com'
Subject: RE: Elettra Park - Curzon Cinemas

Dear Carlene

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

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Kind regards

John

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Brennan Nicola

From: Windross, Dave [Dave.Windross@vuemail.com] on behalf of Windross, Dave
Sent: 02 February 2015 12:27
To: Butt John
Subject: RE: Elettra Park - Vue Cinemas

John

Thanks for your email. Unfortunately our decision is still the same. The catchment areas for the existing cinemas in this area overlap with Waterlooville, so Vue do not have any requirement for an additional cinema within an existing catchment and have no plans to cannibalise our existing trade.

Regards

Dave

Dave Windross

Property Manager
Vue Entertainment

Tel: +44 (0) 208 396 0117
Mob: +44 (0) 7976 530 457
www.myvue.com



From: Butt John [mailto:JButt@lsh.co.uk]
Sent: 02 February 2015 09:23
To: Windross, Dave
Cc: Butt John
Subject: RE: Elettra Park - Vue Cinemas

Dear Dave

Thank you for your earlier response and I apologise for having to resubmit this opportunity but we have been asked by the local authority to highlight additional information which I have outlined below as the site sits adjacent to a major development area. I would appreciate a revised response from you confirming that this has been taken into account and thank you in advance for your time.

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

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Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

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From: Windross, Dave [<mailto:Dave.Windross@vuemail.com>]
Sent: 19 January 2015 17:44
To: Butt John
Subject: RE: Elettra Park - Vue Cinemas

Dear John,

Thank you for your email. Unfortunately we do not have a requirement for Waterloooville. Nor do we believe that this catchment can support another multiplex cinema offer. We believe that the existing market has sufficient coverage being serviced by ourselves at Gunwharf, Reel at Fareham and Odeon at Port Solent.

With kind regards,

Dave

Dave Windross

Property Manager
Vue Entertainment

Tel: +44 (0) 208 396 0117
Mob: +44 (0) 7976 530 457
www.myvue.com



From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 13 January 2015 18:19
To: Windross, Dave
Cc: Butt John
Subject: FW: Elettra Park - Vue Cinemas

Dear Mr Windross

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and our clients Hargreaves having acquired the site have instructed us to establish whether there is potential serious interest from leisure occupiers.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

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Brennan Nicola

From: Butt John
Sent: 08 May 2015 15:14
To: Butt John; Holly Smallman
Subject: RE: Picturehouse Cinemas Ltd

From: Butt John
Sent: 05 May 2015 14:33
To: Holly Smallman
Subject: RE: Picturehouse Cinemas Ltd

Thanks Holly and I will circulate to our network of offices around the country.

Just to confirm your rejection of a proposal such as that in Waterloo is due to the location being unsupported and that new space is not really what you are seeking. To clarify your requirement is for specialist interesting buildings most likely to be found in historic locations or more sustainable town centre positions.

I hope we will be able to present other opportunities to you in due course.

Kind regards

From: Holly Smallman [<mailto:holly.s@picturehouses.co.uk>]
Sent: 05 May 2015 14:24
To: Butt John
Subject: Picturehouse Cinemas Ltd

Hi John

Just following up our conversation recently and sending you a pdf of our property requirement. I think you got the drift of what we are after - quirky space really is our thing, rather than developer lead stuff.

Kind Regards

Holly

--

Holly Smallman
Picturehouse Cinemas Limited
07722 888 053
www.picturehouses.co.uk

Picturehouse Cinemas Limited is a limited company registered in England as company number 2310403 and its registered office is Power Road Studios, 114 Power Road, Chiswick, London, W4 5PY.

Brennan Nicola

From: Kevin Frost [Kevin.Frost@Cineworld.co.uk]
Sent: 10 March 2015 07:26
To: Butt John
Cc: Matthew Eyre; Nathan Wareing (nathan@wareingpartners.com)
Subject: RE: Cinema Opportunity - Waterlooville Hampshire

John,

This scheme and size of cinema is not of interest to us.

Kevin.

From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 09 March 2015 13:42
To: Kevin Frost
Cc: Matthew Eyre; Nathan Wareing (nathan@wareingpartners.com)
Subject: RE: Cinema Opportunity - Waterlooville Hampshire

Kevin

Thank you.

Our clients are the developers and I don't want to labour the point but the council have little to do with this other than having an aspiration for a leisure development to incorporate 4 restaurants a bowl, gym and a multiplex as shown on the attached plan which was prepared and submitted by the previous owners.

Can I assume that the scheme for which the council have resolved to grant planning consent is insufficient and that you are really looking for a leisure complex that would entail additional attractions in order to provide a regional rather than local destination. I want to be clear so that we can advise our clients whether it is still worth pursuing in its current form.

Your patience is appreciated .

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

5 Town Quay, Southampton SO14 2AQ
T - 023 80 713076 M - 07771 503155 F - 023 8033 0060

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Refunds from business rate appeals could be cut by up to 70% from 1 April - **act now to avoid missing out**

Brennan Nicola

From: Matthew Beddow [mb@stockfordanderson.com] on behalf of Matthew Beddow
Sent: 06 October 2014 10:45
To: Butt John
Subject: RE: LEISURE REQUIREMENT

John

Its going to be a bit too far off pieste I afraid. Thanks for getting back to me.

Matt

From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 06 October 2014 09:59
To: Matthew Beddow
Subject: RE: LEISURE REQUIREMENT

Hi

Would you look at an existing building situated in a strong south coast town close to Portsmouth?

Regards

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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From: Matthew Beddow [<mailto:mb@stockfordanderson.com>]
Sent: 06 October 2014 09:39
To: Matthew Beddow
Subject: LEISURE REQUIREMENT

Dear Agent

On behalf of retailed clients please find attached a requirement for leisure park units / standalone retail warehouse units within the M25 and in major towns in the South East. Our clients are launching an exciting new leisure concept that will be a strong destination and footfall driver.

Our clients require 25,000 sq. ft. to 40,000 sq. ft. units with the ability to accommodate some mezzanine space.

Please forward details of any suitable opportunities to myself. I look forward to hearing from you.

Kind regards,

Yours sincerely

Matthew



Matthew Beddow

T: 0151 632 7575

M: 07899 667772

53 Birkenhead Road,
Hoylake, Wirral CH47 5AF

www.stockfordanderson.com

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Brennan Nicola

From: Reay, Nick [NReay@National-Amusements.com] on behalf of Reay, Nick
Sent: 02 February 2015 11:12
To: Butt John
Subject: Waterlooville Hampshire - Cinema opportunity

Good morning John,

Good to hear from you after all these years !

As you will note your earlier email has been forwarded to me.

Unfortunately, we are just focussed on major City Centre opportunities and having signed up to do Watermark, West Quay in Southampton, that will take care of our requirements in the Portsmouth/Southampton catchment.

Nevertheless, thanks for thinking of us and trust all is well.

Regards,

Nick

Nicholas S Reay FRICS
Director of Real Estate - UK

Tel: 0771 307 3333
Email: NReay@National-Amusements.com

SHOWCASE CINEMAS
Natl Amusements (UK) Limited. Reading Road, Winnersh, Wokingham RG41 5HG

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From: Barlow, Mark
Sent: 02 February 2015 10:57
To: Reay, Nick
Subject: FW: Waterlooville Hampshire - Cinema opportunity

[Nick please see below and attached?](#)

From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 02 February 2015 09:22
To: Barlow, Mark
Cc: Butt John
Subject: Waterlooville Hampshire - Cinema opportunity

Dear Mr Barlow

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterloooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

5 Town Quay, Southampton SO14 2AQ
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Brennan Nicola

From: Peter Alderman [Peter.Alderman@everymangroup.com]
Sent: 25 February 2015 08:29
To: Butt John
Cc: Olivia Davis
Subject: FW: Waterloooville, Hampshire - Cinema Opportunity

John, thank you for your interest in Everyman and in drawing this to our attention, but we do not feel that this is an opportunity for us.

Regards

Peter Alderman
Construction Project Manager

Mobile: 07714 837 264

Email: peter.alderman@everymangroup.com

2 Downshire Hill, London. NW3 1NR www.everymancinema.com

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From: Olivia Davis
Sent: Tuesday, February 24, 2015 3:00 PM
To: Peter Alderman
Subject: FW: Waterloooville, Hampshire - Cinema Opportunity

From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 24 February 2015 14:59
To: Olivia Davis
Cc: marketing
Subject: RE: Waterloooville, Hampshire - Cinema Opportunity

Olivia

Thank you for this reply and I look forward to receiving a reply one way or the other so that we can plan the final layout for the development.

Kind regards

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

5 Town Quay, Southampton SO14 2AQ
T - 023 80 713076 M - 07771 503155 F - 023 8033 0060

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From: Olivia Davis [<mailto:Olivia.Davis@everymangroup.com>]
Sent: 24 February 2015 14:41
To: Butt John
Cc: marketing
Subject: RE: Waterlooville, Hampshire - Cinema Opportunity

Dear John,

Thank you for your email.

When the below was initially sent I forwarded it onto the necessary person.
If this project is of any interest to our construction team they will come back to you.

All the best,

Olivia Davis
Marketing & Business Development Manager
Tel: 0203 145 0507 **Email:** olivia.davis@everymangroup.com
2 Downshire Hill, London. NW3 1NR www.everymancinema.com

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From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 24 February 2015 14:38
To: Butt John; marketing
Subject: RE: Waterlooville, Hampshire - Cinema Opportunity

Dear Sir/Madam

Further to my note below are you able to let have a response please so we can establish if you actually have a requirement here?

Many thanks

Regards

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

5 Town Quay, Southampton SO14 2AQ
T - 023 80 713076 M - 07771 503155 F - 023 8033 0060

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From: Butt John
Sent: 02 February 2015 09:22
To: marketing@everymangroup.com
Cc: Butt John
Subject: Waterloooville, Hampshire - Cinema Opportunity

Dear Sir/Madam

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterloooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterloooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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Brennan Nicola

From: Howarth, Rob [Rob.Howarth@eu.jll.com] on behalf of Howarth, Rob
Sent: 02 February 2015 10:03
To: Butt John
Cc: ross.kirton@colliers.com
Subject: RE: Elettra Park - Odeon Cinemas

John,

Afraid it's a no....just spoken to Odeon. Too much competition in the region.

Thanks for thinking of us.

Regards,

Rob

Rob Howarth

Director - Out of Town Retail & Leisure
30 Warwick Street | London W1B 5NH



T: +44 (0)207 399 5121
M: +44 (0)7901 555663
Rob.Howarth@eu.jll.com
jll.co.uk

From: Howarth, Rob
Sent: 02 February 2015 09:28
To: 'Butt John'
Cc: ross.kirton@colliers.com
Subject: RE: Elettra Park - Odeon Cinemas

John,

Thanks I did forward your original info to Odeon's Prop Director.

Given existing provision in the area (Chichester, Eastleigh, Southampton) its doubtful but I will get a formal response.

Kind regards,

Rob

From: Butt John [<mailto:JButt@lsh.co.uk>]
Sent: 02 February 2015 09:23
To: Butt John; Howarth, Rob
Cc: ross.kirton@colliers.com
Subject: RE: Elettra Park - Odeon Cinemas

Dear Rob

We have pleasure in presenting to you the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterlooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl as well as restaurant facilities and would attract a wide range and large numbers of users from the existing town. As the site is part of a Major New Development Area which will provide for 3000 new homes the Local Planning authorities see this proposal as a sustainable development extension to the community of Waterlooville which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multiscreen cinemas so that we can then build a wider leisure use around this.

Please consider the details attached and inform us if the location is of in principle interest to your company.

I look forward to hearing from you at your earliest opportunity and am happy for you to contact me by phone or email if there are preliminary questions you might wish to ask.

Kind regards

John

JOHN BUTT B.Sc. FRICS
Director - Retail
Lambert Smith Hampton

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Appendix 7

Appendix 7 – Sample Bowling Letter



26 January 2014

Mr C Marshall
General Manager
Bowlplex
Gunwharf Quays
Portsmouth PO1 3TA

Vail Williams LLP
Meridians House
7 Ocean Way
Ocean Village
Southampton
Hampshire
SO14 3TJ

Dear Mr Marshall

Tel 023 8082 0900
Fax 023 8082 0950

Re: Elettra Park, Waterloooville

Info@vailwilliams.com
vailwilliams.com

We have pleasure in presenting the preliminary details for an excellent opportunity for new leisure development to the north of Portsmouth in Waterloooville.

There is a council resolution to approve a planning application for the site which specifically provides for a cinema and ten pin bowl, as well as restaurant facilities which will attract a wide range and large number of users from the existing town. As the site is a Major New Development Area which will provide for 3,000 new homes, the local planning authorities see this proposal as a sustainable development extension to the community of Waterloooville, which will be most attractive in the long term as a mixed use destination for a range of investors.

Initially we need to determine if there is any interest in this location from operators of multi screen cinemas and ten pin bowling centres. If there is interest from these operators we can build a wider leisure opportunity around them.

Please consider the attached details and advise us if the location is of interest to your company.

I look forward to hearing from you at your earliest opportunity and if you wish to discuss the proposals I would be pleased to hear from you by phone or email.

Yours sincerely

Martin Tice BSc FRICS
Partner and LLP Member
Vail Williams LLP
DDI: 023 8082 0914
e-Mail: mtice@vailwilliams.com

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Appendix 8

Appendix 8 – Local Cinemas

Elettra Waterlooville – Leisure Marketing Strategy

Established Regional Cinema Operators

National

Cineworld	Chichester Gate Chichester PO19 7XY	Would not disclose contact details. Letter sent to General Manager 19-1-15. LSH discussing opportunity with head office
Cineworld	Ocean Village 4 Ocean Way Southampton SO14 3TJ 0871 200 2000	Would not disclose contact details. Letter sent to General Manager 19-1-15. LSH discussing opportunity with head office.
Cineworld	Whiteley Village	Recently opened
Odeon	Portway Port Solent PO6 4TS	General Manager- Debra Hague. Letter sent 19-1-15. LSH discussing opportunity with head office
Odeon	Leisure World West Quay Road Southampton SO15 1RE 0871 224 4007	Adrian Duffey – Manager. Letter sent 19-1-15. LSH discussing opportunity with head office
Reel Cinemas	Market Quay Fareham PO16 0BX 01329 821890	Neil Jones- General Manager. Letter sent 19-1-15. LSH discussing opportunity with head office
Vue	The Swan Centre Wells Place Eastleigh SO50 5SF 0871 224 0240	Justin Walker- General Manager. Letter sent 19-1-15. LSH discussing opportunity with head office
Vue	Gunwharf Quays Portsmouth PO1 3TA	Asa Brennan- General Manager. Letter sent 19-1-15. LSH discussing opportunity with head office

Local Operators

Chichester Cinema	New Park Road Chichester Po19 7XY 01243 790 235 Walter@chichestercinema.org	Letter sent to General Manager 19-1-15. Spoke to 'Walter' and advised that Chichester Cinema is a charity and does not have funding for further sites 9-2-15
Harbour Lights Picturehouse	Maritime Walk Southampton SO50 5SF 0871 902 5733	Elizabeth Willcox – General Manager. Letter sent 19-1-15. Due to new technology not able to receive calls 9-2-15

No 3 Cinema	3 rd Floor Arts Centre Central Library Guildhall Portsmouth PO1 2DX 023 9268 8037	Would not disclose managers details. Letter sent 19-1-15. Not able to make contact with anyone on the phone. Assumed to be charity funded by Portsmouth CC. 9-2-15
No 6 Cinema	Boathouse 6 Portsmouth Historic Dockyard Portsmouth PO1 3LJ 074 3502 9408	Letter sent 19-1-15. Called mob number which will only take messages. This cinema is operated by volunteers and is unlikely to have funding for further sites 9-2-15

Appendix 9

Appendix 9 - Particulars

ELETTRA PARK WATERLOOVILLE

Elettra Avenue • WaterlooVille • PO7 7NX

Lambert
Smith
Hampton
023 8033 0041
01489 579579
www.lsh.co.uk

 Vail
Williams
023 9220 3200
023 8082 0900



12.5 acre site with 150,000 sqft available to let in various sizes for new retail, leisure, industrial and trade counter units.

a development by
 Hargreaves
www.hargreaves.co.uk

Description

Elettra Park is a 12.5 acre site situated within an established retail / trade area of Waterlooville. Adjacent to the West Waterlooville development site, where the first phase of 3,000 new homes are under construction.

Scheme Planning

Outline permission for a mix of retail, leisure, industrial and trade uses. For further information please visit www.havant.gov.uk and search reference APP/13/00893

Nearby Occupiers

TK Maxx; Carpet Right; Sainsbury's; ASDA; M&S Simply Food; Matalan; DFS; Homebargins; Argos; Halfords; Harveys and Dreams

For further information, please contact our agents:

**Lambert
Smith
Hampton**
023 8033 0041
01489 579579
www.lsh.co.uk

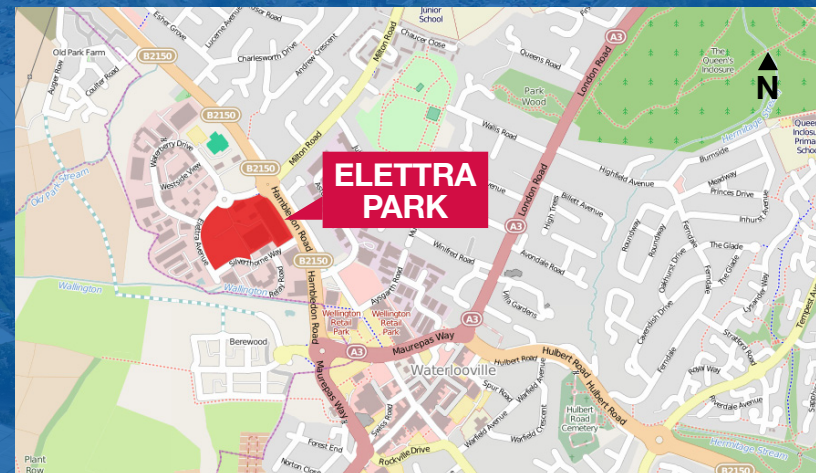
John Butt
023 80 713076
jbutt@lsh.co.uk

Robin Dickens
014 89 579579
rdickens@lsh.co.uk

**Vail
Williams**
023 9220 3200
023 8082 0900

Philip Holmes
023 92 203232
pholmes@vailwilliams.com

Martin Tice
023 80 802914
mtice@vailwilliams.com



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