
Concept Masterplan

on behalf of



in respect of the site at:

**Waterlooville – former BAE Site,
Elettra Avenue**

Second Iteration

8 July 2015



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Regulated by RICS

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

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1 INTRODUCTION

- 1.1 This second iteration of the Concept Masterplan has been prepared by Rapleys LLP on behalf of Hargreaves Properties Ltd (the "Developer") in support of the Developer's aspirations to redevelop the former BAE Systems Technology Park on Electra Avenue, Waterloooville (the "Site"). The Site is illustrated on the plan attached at **Appendix 1**.
- 1.2 As the local authority is aware through a number of meetings and correspondence with officers, one of the Developer's associated companies has recently acquired the freehold of the Site, and is committed to delivering beneficial economic re-use of it. Given the size of the Site and the nature of commercial demand for it, it is not feasible for it be brought forward by a single occupier, and instead the Site will be occupied by a number of different businesses in a mix of complementary uses. To this end, the Developer and its marketing agents are liaising with a number of leisure and other commercial occupiers in order to identify occupiers.
- 1.3 This Concept Masterplan has been prepared with the agreement of the Local Authority, to accompany full planning applications for individual plots, as occupiers come forward. The Masterplan is an indicative document only, intended to provide the Local Authority, and other stakeholders, with an overarching context and vision for the Site, and provide confirmation that the evolution of the Site is in accord with the Development Plan (particularly its policy allocation) and other material considerations in terms of land use. In this respect, the Concept Masterplan is designed to be an iterative and flexible document, which will evolve over time as occupier interest manifests itself, and as individual plots come forward for development.
- 1.4 To illustrate the Developer's vision, this Concept Masterplan is divided up into the following sections.
- The Site and its surroundings;
 - The planning history of the Site;
 - Relevant planning policy;
 - The vision for the Site, and how it is envisaged that this will be delivered;
 - Planning considerations;
 - Other matters, at the request of the local authority, and
 - Conclusions.
- 1.5 The Concept Masterplan concludes that the Developer's vision of the Site is entirely appropriate to bring the Site back into beneficial use, not least as it accords with the Development Plan, National Policy and Guidance, and on this basis it should be supported by the Local Authority.

2 SITE AND SURROUNDINGS

THE SITE

- 2.1 The Site formerly operated as the BAE Systems Technology Park and comprises 5.15ha of previously developed land. The Site is located 0.6 miles to the north-west of Waterloo Town Centre. It is bounded by Elettra Avenue to the north and west, Hambledon Road (B2150) to the east and Silverthorne Way to the south.
- 2.2 The existing main access to the Site from the north is via Elettra Avenue roundabout, with a dedicated highway arm into the Site. There is a secondary access from the south off Silverthorne Way.
- 2.3 The Site accommodates one structure, the building known as E Block. The rest of the Site is cleared, but in addition to the aforementioned extant buildings, it formerly accommodated the following:
- The main building – A three storey-complex accommodating 19,498sq.m of Class B1(c) research and development use, and
 - An ancillary restaurant – 973sqm.
- 2.4 These two buildings were demolished in 2013. There is also an extensive parking area comprising 863 parking spaces largely located to the south western side of the Site, accessed off Elettra Avenue.

SURROUNDINGS

- 2.5 Immediately to the south of E Block is Beam Block, a single storey building that is not in the ownership of Hargreaves, and does not form part of its future aspirations for the site.
- 2.6 More widely, the site is surrounded by a mix of uses. To the immediate north and east, there are commercial premises (including WKB car showroom and garage), offices, warehousing and residential development. Further to the north there are substantial areas of residential development and open land. To the south and west respectively, is open land beyond the commercial development immediately neighbouring the Site.

3 PLANNING HISTORY AND CONTEXT

- 3.1 A summary of the Site's key planning history is attached at **Appendix 2**. The following applications are relevant.
- 3.2 On 31 July 2013, outline planning permission (Ref: AP/12/00652) was granted for "the demolition of the main office building and ancillary restaurant and the redevelopment to provide business units (Class B1, B2 and B8), car showroom drive thru restaurant, hotel and restaurant".
- 3.3 Since the approval of the above application, an outline application (Ref:APP/13/00893) for an alternative scheme was submitted by the previous owner of the Site in September 2013. The application sought outline planning permission for the following development:
- "Mixed-use employment, leisure and retail development to comprise demolition of Main Building and erection of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 foodstore and retention of E Block for use as Class B1 offices or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant".*
- 3.4 At a meeting in December 2013, the Planning Committee resolved to grant planning permission for the proposal, subject to the completion of a s.106 agreement. However, following extensive discussions relative to the s.106 agreement, the application was formally withdrawn by the Developer on the 28 January 2015.
- 3.5 The application was withdrawn as it was considered that to proceed with the development by way of a single overall consent was impractical because of the commercial and financial implications that would ensue. As a result of this, the Developer has proposed an amended application approach to bespoke submissions for individual plots, enabled by a full planning application for a vehicular route through the Site. The local authority has confirmed that this approach is acceptable in principle, and it is discussed in further detail in Section 5 of this document.
- 3.6 Notwithstanding the withdrawal of the second application, evidently the proposed range of uses within this proposal were considered acceptable, in planning terms, by the local authority, thereby establishing the principle of a wide range of employment generating uses, including retail and leisure uses, at the Site.

4 PLANNING POLICY

4.1 This section provides a summary of the relevant planning policy, as set out by the National Planning Policy Framework (2012), the Local Development Plan for Havant Borough Council.

NATIONAL POLICY

4.2 The National Planning Policy Framework ('NPPF') (2012) sets out national planning policy and guidance in terms of securing sustainable development.

4.3 The NPPF is underpinned by a presumption in favour of sustainable development which the document identified as a "golden thread" running through both plan-making and decision-taking.

4.4 In these terms, paragraph 14 advises that Local Planning Authorities should seek to approve development proposals that accord with the Development Plan without delay, whilst also granted permission for proposals in instances where the Development Plan is absent, silent or relevant policies are out of date unless the impacts of doing so would significantly outweigh the benefits.

4.5 The NPPF identifies core planning principles (paragraph 17) to underpin both plan-making and decision-taking and these principles are that planning should, inter alia:

- Be plan-led;
- Not simply be about scrutiny, but be a creative exercise to find ways to enhance and improve places in which people live their lives;
- Encourage the effective use of land by reusing land that has been previous development, and
- Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.

4.6 In order to achieve the delivery of sustainable development, the NPPF sets out several underpinning aims, which provide the context of assessment of development proposals.

4.7 The different aims – in so far as they are relevant to the assessment of this application – are set out in turn below.

Building a Strong, Competitive Economy

4.8 The NPPF confirms that the Government is committed to ensuring that the planning system supports economic growth. To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business.

Requiring Good Design

4.9 The NPPF confirms that design is a key aspect of sustainable development and should contribute positively to making places that are for people. In these terms it is important to plan positively for

the achievement of high quality and inclusive design for all development including individual buildings, public and private spaces and wider area development schemes.

Promoting Healthy Communities

- 4.10 The NPPF advises that planning decisions should aim to achieve safe and accessible environments where crime and disorder (and the fear of crime) do not undermine the quality of life or community cohesion. Local authorities should encourage safe and accessible developments which contain clear and legible pedestrian routes and high quality public space that encourage the active and continual use of public areas.

THE HAVANT DEVELOPMENT PLAN

- 4.11 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.

Policies Map

- 4.12 The Site is not within or adjacent to a Conservation Area and is not subject to any other designations. There are no buildings or structures which are statutory or locally listed, and no tree preservation orders (TPOs) exist on the Site.
- 4.13 The Site is classified by the Environment Agency as being within Flood Zone 1.

Local Plan – Allocations

- 4.14 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.
- 4.15 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.

Local Plan – Core Strategy

- 4.16 The Havant Borough Core Strategy (adopted March 2011), sets out the development framework for the Borough to 2026.
- 4.17 The relevant policies within the Core Strategy in respect of the proposal are outlined below:
- 4.18 **CS16 (High Quality Design)** – Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax. All development should demonstrate that its design, inter alia:

-
- Responds to, draws inspiration from and respects local context;
 - Produces a positive relationship between buildings, street and spaces both existing and proposed;
 - Is inclusive by considering the needs of those with disabilities, ensuring safe and convenient access for all;
 - Maximises opportunities for mixed use development;
 - Mitigates negative environmental impacts, and
 - Adapts to the changes needs of its users.

4.19 **DM6 (Coordination of Development)** – Proposals will only be permitted where they do not undermine the future development potential of adjacent sites.

SUMMARY

4.20 From the foregoing commentary, the following summary position is drawn in respect of policy matters:

- The Development Plan allocation for the Site confirms that “economic development”, as defined by the NPPF, should be promoted on the Site. Economic development is confirmed within the NPPF as being wide ranging, encompassing the majority of land uses, with the notable exception of residential development. As such, a broad range of occupiers and uses could be accommodated on the Site, in principle;
- The Development Plan includes a commitment to high quality design, and development that is in accord with its surroundings, and
- The Development Plan confirms that development should consider the potential of future development sites.

4.21 The relevant planning considerations relative to these matters are reviewed in the following chapter of this Statement, in the context of the Developer’s vision for the Site.

5 THE VISION AND ITS DELIVERY

- 5.1 As previously confirmed, the Developer's vision for the Site is for mixed use development. However, the quantum of development, and the land uses promoted, will depend on the outcome of on-going marketing. As a result, these matters cannot be definitely confirmed at this stage, and therefore a flexible approach needs to be taken.
- 5.2 Notwithstanding this, it is currently envisaged that the eastern part of the Site will be developed first, in the form of the indicative plan attached at **Appendix 3**. This plan envisages the following:-
- **Block A** – a food retail unit (Use Class A1), occupied by a discount foodstore, of 1,908 sqm (gross external area) and a net sales area of 1,286 sqm;
 - **Block B** – a drive thru facility (Use Class A3/A5) of 637 sqm (gross external area);
 - **Block C and D** – a hotel and/or unit(s) within Use Class A3, with floorspace of 517sqm and 328sqm respectively, and
 - **Block E** – final use/uses still to be established, but a change of use application will be sought to allow the building to be occupied by land uses within Classes D2 (leisure), B (employment) or A1 (retail). Although allowance will be sought in the permission for occupation of the building within one of these uses, it is more likely that – given the size of the building – it will be occupied by a number of the uses sought. On this basis, flexibility will be sought within any permission to accommodate this.
- 5.3 In terms of the flexible/interchangeable use sought at Block E, this approach is sought due to the uncertainty relative to market demand. However, in the first instance, plots on the Site (including Block E) have already been marketed to leisure operators, albeit with no success to date. If, through future marketing, it is still not possible to attract a leisure operator to the Site, employment occupiers and non-food retailers will be approached in the interest of securing the building's beneficial future use.
- 5.4 Notwithstanding that there is no requirement in policy to bring leisure uses forward on the site, local aspirations for such development at the site is recognised by the developer. In these terms, and in order to provide comfort that the leisure market has been fully investigated in advance of promoting alternative uses, the developer has agreed to keep a record of site marketing. This record will be attached to future iterations of the Concept Masterplan.
- 5.5 Although it is intended that – if possible – the structure of E Block will be retained, future occupiers will have requirements which will result in the elevations of the building being renewed. As these requirements will be occupier specific, it is not possible to predict at this stage the extent of these works. Further, if it transpires that the building cannot be adapted in a manner which meets occupier demand, the building may need to be demolished and replaced.
- 5.6 The development on the western part of the Site will be considered following the eastern part, and if leisure occupiers are not forthcoming then it is probable that employment uses within Use Classes B1 (c), B2 and B8 will be sought, at a similar quantum to the floorspace permitted within the 2013 Planning Permission (i.e. approximately 8,500 sqm).

APPROACH TO PLANNING APPLICATIONS

- 5.7 As previously intimated, an approach to planning applications has been agreed with the local authority. This approach will be initiated with a full planning application for an enabling vehicular route through the Site, from which the aforementioned individual plots/blocks can be accessed. Subsequent to this planning permission, individual full planning applications will be submitted on a plot-by-plot basis.
- 5.8 An indication of the timescales for the submission of these applications are as follows, but they will evidently be the subject of considerable ongoing review, as discussions with potential occupiers continue:
- Enabling vehicular route – April 2015, with planning permission granted on 19 June 2015
 - Development of plots A and B, and the change of use application for Block E – July 2015, with planning applications now submitted
 - Plots C and D – Summer/Autumn 2015
 - E Block Elevations – Autumn/Winter 2015
 - Western part of the Site – 2016
- 5.9 All of these planning applications will be accompanied by an iteration of this Concept Masterplan, as evidently it may need to be revisited and revised, as applications are submitted and as appropriate, to reflect changes in occupier interest. In this regard, this version of the Concept Masterplan is the second iteration, and accompanies (but is not part of) the planning applications for plots A, B and E.

6 PLANNING CONSIDERATIONS

6.1 This section considers the Developer's vision for the Site against planning policy and other material considerations. In these terms, the section considers:-

- The principle of development, and the Developer's approach to delivering it, and
- The principles of the land uses that are likely to be sought.

6.2 It also sets out the principles of design and landscaping which will guide the individual planning applications. Beyond this, however, this section does not seek to address other development control considerations, such as transport, contamination, flood risk and sustainability. These matters will be dealt with on a plot by plot basis, as occupiers are identified for individual plots, and planning applications are prepared and submitted.

CONFORMITY WITH THE DEVELOPMENT PLAN

6.3 Section 70 (2) of the Town and Country Planning Act requires that a Local Planning Authority should have regard to the provisions of the Development Plan in determining a planning application.

6.4 Paragraph 14 of the NPPF (2012) states that the presumption in favour of sustainable development should be seen as the "golden thread" running through both plan-making and decision-taking. For decision-taking this means approving development proposals that accord with the Development Plan without delay. The commentary in the following section demonstrates that the Developer's vision conforms to the Development Plan. Thus, it should be acknowledged that the vision is acceptable in planning terms, in principle, and future planning applications submitted under the aegis of this Concept Masterplan should be supported by the local authority.

PRINCIPLE OF DEVELOPMENT

6.5 The Site is previously developed land, now largely vacant and cleared, and lies within the built up settlement of WaterlooVille. Furthermore the Site benefits from a policy allocation within the Development Plan for redevelopment. In these terms, the principle of development on the Site should be embraced by the Local Authority.

6.6 Although the specific allocation for the Site does not require development on the Site to be brought forward as a single proposal, it is noted that other policies within the Development Plan require development to be sensitive to the development potential of the surrounding land. In this regard, the Concept Masterplan confirms that individual planning applications will be brought forward as part of an overall vision for the Site, and therefore will assist in ensuring that the whole Site is developed to the best of its potential. In these terms, the approach taken by my client should be supported by the Local Authority.

PRINCIPLE OF THE USES SOUGHT

6.7 The aforementioned policy allocation for the Site envisages development for uses defined as "economic development" in the NPPF, including leisure uses and a hotel (subject to viability).

The location also makes reference to the potential for large scale leisure uses such as a bowling alley or cinema.

6.8 As previously intimated, the definition of “economic development” within the NPPF covers a wide variety of uses, including the following:

- B Class uses (including offices);
- Public and Community uses, and
- Main town centre uses.

6.9 In turn, “main town centre uses” are defined within the NPPF, as comprising:-

- Retail development, including warehouses, clubs and factory outlet centres;
- Leisure;
- Entertainment facilities;
- More intensive sport and recreation uses (including cinemas, restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
- Offices, and
- Arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotel and conference facilities).

6.10 In this regard, all of the uses envisaged by the Developer, and reviewed in the previous section, are embraced by the Site’s policy allocation, and are consistent with the Development Plan. Notwithstanding this, it is recognised that an appropriate level of additional study will be required to support planning applications for town centre uses, given the Site’s location relative to Waterlooville town centre.

6.11 It is noted that the local authority has aspirations, subject to occupier interest, for development on the site to include large scale leisure uses, specifically a bowling alley or cinema. The Developer and its agents have been very active within the leisure market to investigate potential occupiers. Marketing to date has primarily focussed on cinema operators, as they act as an anchor and catalyst for other leisure operators and – without a cinema – it is very difficult to attract other leisure orientated businesses. To date, however, the search for a suitable cinema occupier has been unsuccessful. This iteration of the concept masterplan includes a report by the developer’s marketing agents, at **Appendix 4**, confirming progress in finding leisure occupiers.

DESIGN AND LANDSCAPE

6.12 Evidently, at present, development on only two of site’s individual plots has been designed, and they have been designed with specific occupiers, and their requirements, in mind. Development on other development plots will be designed in the same manner. However, in general terms the

scale and form of development is and will respect the predominantly commercial nature of the land to the west of Hambleton Road. The elevational treatment of the buildings use (and will use) high quality materials and selective colours to provide a friendly, clean, welcoming and visually appealing environment for visitors.

- 6.13 In terms of landscaping, the focus will be on providing high quality landscape buffer between the Site and Electra Avenue, Hambleton Road and Silverthorne Way. This landscaping strip will provide a soft interface between the highways surrounding the Site and the development within it. In addition, parking areas will be broken up and softened by landscaping to provide an attractive environment for visitors.
- 6.14 Such an approach to design and landscaping for commercial mixed-use development is entirely appropriate, and should be supported by the local authority.

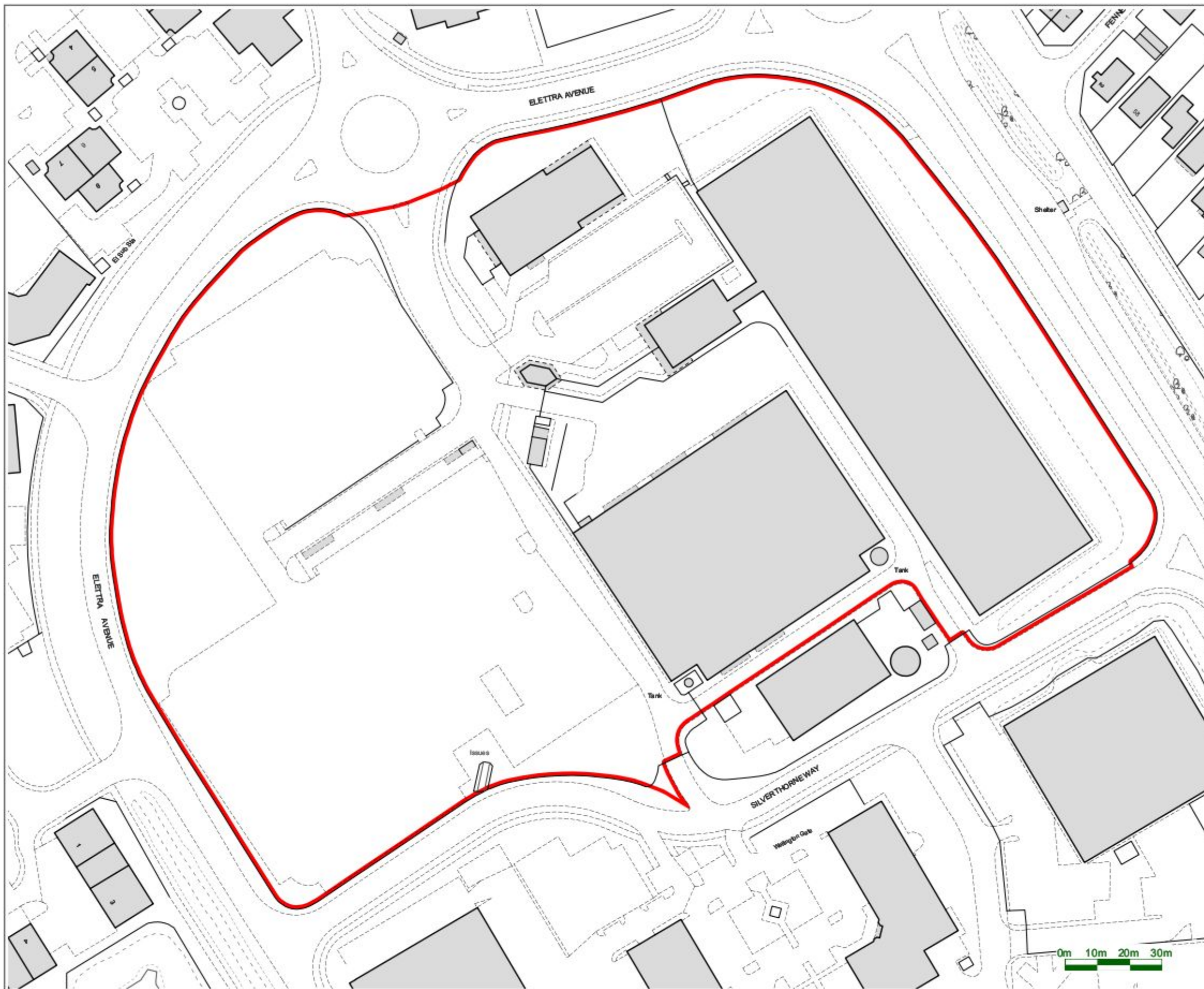
7 CONSTRUCTION AND SITE MANAGEMENT

- 7.1 During discussions with the local authority relative to the Concept Masterplan, officers have requested that the document also provide details of construction and ongoing site management. A plan has been prepared by the developer, and is attached at **Appendix 5**.

8 CONCLUSION

- 8.1 Notwithstanding the withdrawal of the previous planning application for mixed use development at the Site, the Developer is committed to bringing it back into beneficial use. Future occupiers of the development have only been identified in relation to two of the plots, and as such a flexible approach to securing planning permission is key to the Site's delivery.
- 8.2 The Developer's approach, agreed by the local authority, is for an initial application for full planning permission for an enabling vehicular route through the site to serve future development on the eastern part of the site. Planning permission has now been granted for this route. This permission will be followed by further applications for full planning permission relative to individual plots, as occupiers are confirmed. The exception to this will be Block E, for which a change of use application will be submitted to allow occupation by leisure/retail/employment uses (either alone or in combination). In this context, this iteration of the Concept Masterplan is submitted in association with the planning applications for Plots A and B, and Block E.
- 8.3 The principle of development, and all of the uses envisaged by the Developer at this stage, are consistent with the Development Plan, and should be supported by the local authority. Further, the approach to design and landscaping proposed are entirely appropriate for commercial development such as that proposed.
- 8.4 On this basis, the Developer's vision for the site should be embraced by the local authority, and supported through the planning application process.

Appendix 1
Site Location Plan



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



Scale @ A3 : 1:1250

Plan No. : 286/36/1_SLP01

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0m 10m 20m 30m

Appendix 2
Planning History

PLANNING HISTORY

SITE: FORMER BAE SITE ELETTRA AVENUE

Planning Ref	Description	Decision Date	Decision
APP/13/00893	Outline application for mixed-use employment, leisure and retail development to comprise demolition of Main Building and erection of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 foodstore and retention of E Block for use as Class B1 offices or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant.	27/01/2015	Application Withdrawn
APP/13/00940	Application to determine whether prior approval is required for the method of demolition of the buildings within the BAE Systems Technology Park (with the exception of E Block and Beam Plot buildings) and any proposed restoration of the site.	16/10/2013	Prior Approval Required Permit
APP/12/00652	Outline application for demolition of "main building" and ancillary restaurant and redevelopment to provide business units (Class B1, B2 and B8), car showroom, drive thru restaurant, hotel and restaurant and associated parking with access from Elettra Avenue.	31/07/2013	Grant perm/conse nt/certify lawfulness

Appendix 3
Indicative Layout

Appendix 4

Elettra – Marketing Report 22.05.2015



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 Waterloooville (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 Waterlooville. 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.

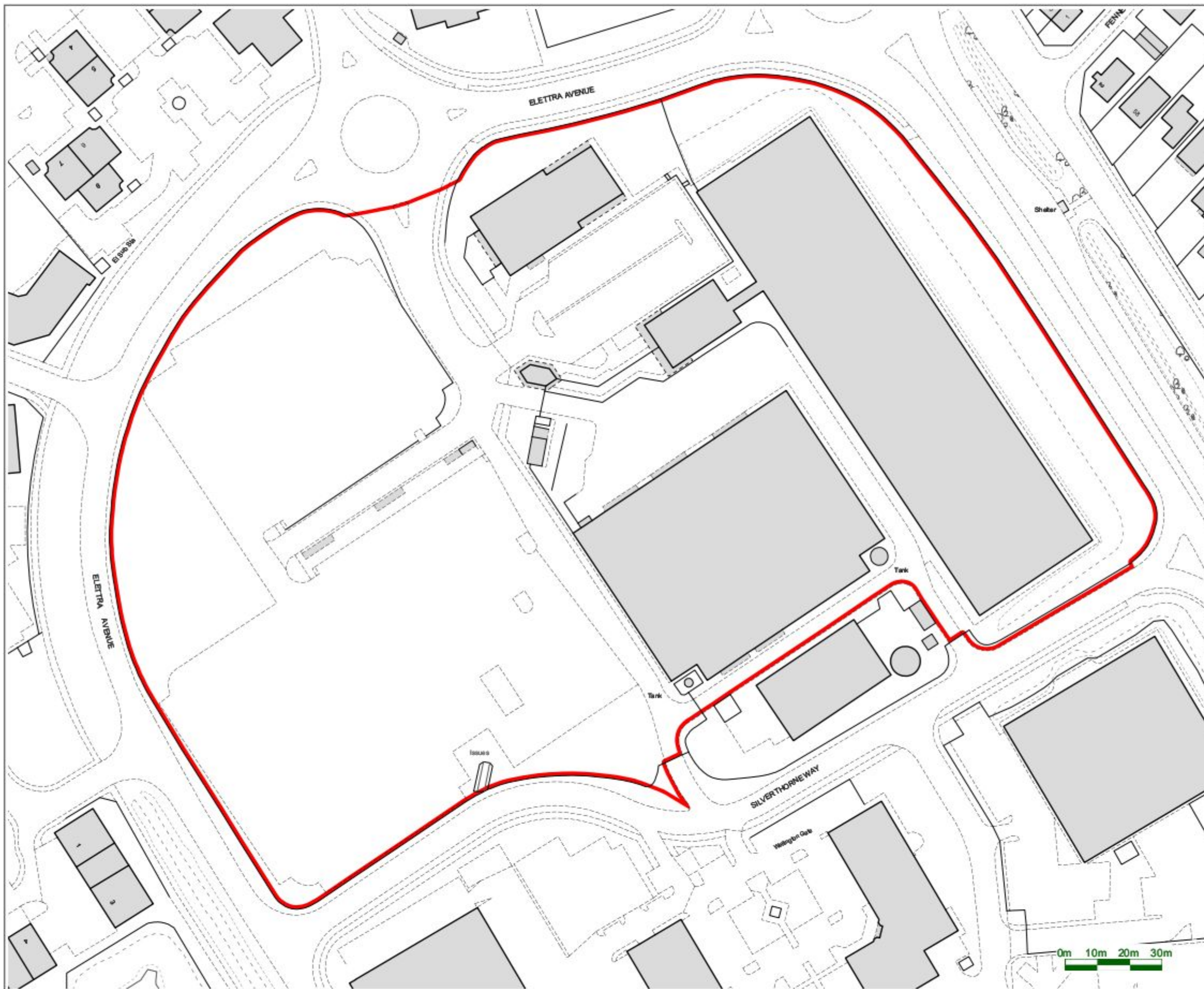
10.2 In conclusion, in terms of publicity this opportunity has been given full exposure to the appropriate market. However, to date it has not been possible to attract any appropriate interest.

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
Eletra 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.

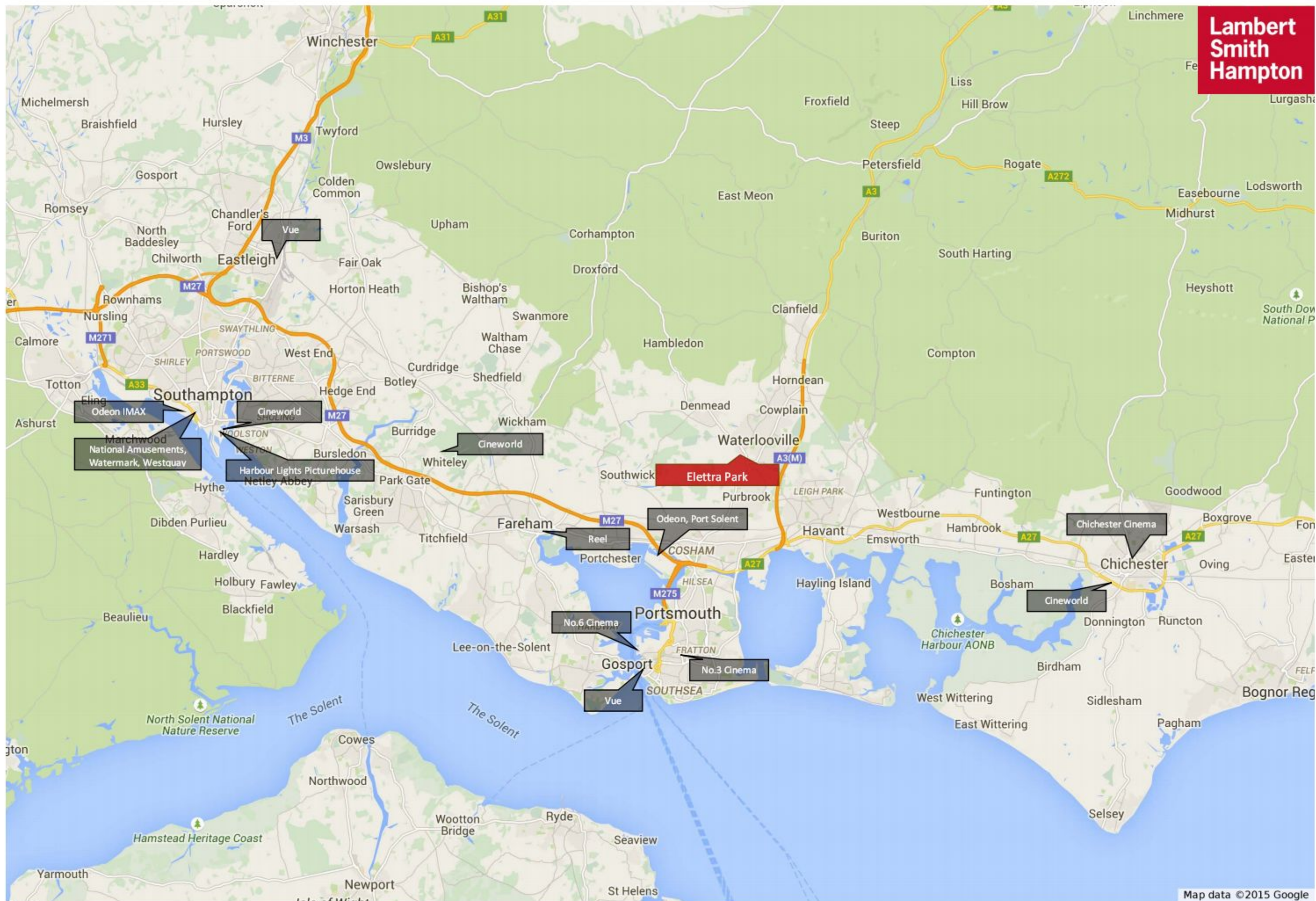
Movie makers are hoping the rise of the niche cinemas, which sell themselves as providing a unique or premium environment will help persuade consumers to pay for – and not pirate – films.

"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 Exhibitors' Association.

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

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 - Waterlooville 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 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; '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.

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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: 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.

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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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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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

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: 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.

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 09:22
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.

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: 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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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.

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 09:23
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.

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 09:22
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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—

Andrew Bailey
Head of Operations

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

Mobile: **+44 (0) 7711 080 787**
Email: andrew.bailey@curzon.com



Curzon Cinemas | Curzon Home Cinema | Curzon Film World | Artificial Eye

22 Stukeley Street, London, WC2B 5LR
Web: curzon.com Tel: +44 (0) 20 7240 5353



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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

Before printing, think about the environment

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.

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: 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 Waterloooville, 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 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.

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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.

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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 Waterlooville 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
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Brennan Nicola

From: Matthew Beddow [mailto: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

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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
T - 023 80 713076 M - 07771 503155 F - 023 8033 0060

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

EVERYMAN

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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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What makes a great property consultant? [Watch Our Film](#)

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

5 Town Quay, Southampton SO14 2AQ
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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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Appendix 5
Construction & Management Statement

ELETTRA PARK, WATERLOOVILLE, PO9 7NX

CONSTRUCTION & SITE MANAGEMENT STATEMENT

Site Management

The site management for the project will comprise a site manager who will be responsible for the management and supervision of site-based operations.

The site manager will be assisted and supported by the Hargreaves construction and property management teams.

Security and Site Establishment

The site boundaries are already well-secured with a combination of wire fencing; palisade fencing and natural vegetation. The main entry point has a swing barrier that will be closed outside of site working hours to prevent trespass. CCTV will be installed on-site at the entry point.

Site office and welfare facilities will be established as identified on the plan, utilising the existing security hut and services.

Personnel

All personnel will be inducted prior to gaining access to the site. They will be required to site in and will be informed of the specific site rules.

Site Access & Deliveries

Vehicular and pedestrian access to the site compound will be from Elettra Avenue and the existing main point of entrance. Delivery vehicles will be required to turn off engines to avoid nuisance upon arrival.

A wash down area will be provided at the entrance of the site. Delivery of materials, plant and equipment will be strictly controlled and co-ordinated to prevent congestion and disruption to traffic.

Signage

Adequate signage will be installed such that vehicle deliveries and access to the site are clearly defined within the general site geographical area.

Construction & Site Management Statement Cont.

Site signage will be provided within the curtilage of the site as necessary to advise operatives/visitors and deliver staff of the safety requirements within the confines of the site and where to report on arrival.

The developer will comply with all statutory signage requirements to ensure the effective and safe management of the site.

Storage of Materials

All vehicle movements and deliveries will be subject to the control of the site manager.

The contractors' area will provide the storage area for all plant and materials delivered to site. More vulnerable materials/equipment will be stored in the secure containers, shown on the site plan, or programmed on to site to be incorporated directly into the construction.

The storage of materials on site will be kept to an absolute minimum and therefore delivery scheduling will be carried out to ensure supply is on a 'just in time' basis only.

All concrete and screed deliveries will be as 'ready mixed' and will be delivered to site in appropriate vehicles.

Waste Management

A waste removal strategy will be developed during the pre-commencement period. This strategy will be incorporated within all trade contractors' orders.

A site waste management plan will be prepared so the volume of waste to be disposed and segregation enables as much as possible to be recycled.

Temporary Services

Water will be provided direct from the mains system for use in the welfare system. Foul drainage will utilise the existing drainage on-site.

Dust Mitigation

The site will be kept clean and tidy at all times and will accord with any statutory requirements.

Particular attention will be given to preventing the contamination of adjoining roadways and existing water courses.

During the initial stages of construction it is our intention to install the new vehicle access roads and hard standings up to base course at an early stage so that the site traffic when building the units has a clean and proper surface to run on.

Construction & Site Management Statement Cont.

Once the hard standings are constructed all site traffic then has a good hard surface to run on and it is this that will then have the bulk of surface dust settle on it which could become a nuisance either from wind picking up the particles or by traffic movements themselves. Which ever it is the road will be cleaned and swept on a regular basis to stop the build up of dust becoming a problem.

With regard to operation specific dust nuisance this will be controlled by setting up specific screened areas where cutting operations likely to cause a dust nuisance are anticipated or the use of equipment with integral dust extraction will be used.

Safety

Full recognition and regard will be taken in the management and execution of the project in accordance with statutory requirements for safety.

All trade contractors are obliged to provide safety policies, plans and method statements and will be interviewed prior to order placement on all aspects of safety, health and welfare.

All sites are subject to independent site safety checks, inspections and reports by our independent site safety inspectors and advisors.

Noise Control

Management of noise pollution and vibration control will be given high priority. The site does not have any immediate residential neighbours, but where the works are in close proximity of occupied buildings we will ensure that acceptable levels of noise are adhered to as well as statutory levels imposed by the Environmental Health Officers.

Construction

○ General

The programme and proposed timing and sequencing of operations will be dependent on our ability to attract and agree lettings with respective parties.

The construction of each building will ultimately be dependent on the tenants specification, but the following provides a general overview of the likely construction methods that will be adopted.

○ Initial Work

Prior to the commencement of any project works, the preliminary Health & Safety and Fire Safety Plan will be prepared. This plan will be progressively refined and developed as contractors and specialists are appointed, and more specific and detailed methods, techniques and requirements established.

Construction & Site Management Statement Cont.

The Contractor's office and welfare facilities will be set up within the contractor's site areas as shown on the attached plan.

Works associated with the provision of a new electrical sub-station have been scheduled early in the programme to ensure an adequate supply for the new facilities.

○ Strip Out & Demolition

Internal services within the existing E Block will be isolated before stripping out and demolition operations commence. All fixtures, fittings and chattels will be removed from the buildings.

An Asbestos survey, attached to this report, has already been conducted that identified no asbestos within the E Block building and so no specialist sub-contractor will be required before the building is demolished.

All the demolition works will be undertaken by a specialist subcontractor. The contractor will ensure operatives are provided with the appropriate personal protective equipment to prevent injury from dust and abrasion.

Temporary screens or dust protection will be installed as appropriate.

○ Sub-Structure

Where new buildings are erected, excavation of the concrete bases and ground beams for each building will be undertaken by tracked excavators with concrete directly placed from the ready mix trucks.

The excavation and installation of underfloor drainage between the foundations will be undertaken once the steel frame has been erected.

The ground floor slab will be cast once the underfloor drainage has been completed and tested.

○ Structure & Envelope

The structural steel frame will be erected using a mobile crane. The roofing and cladding works will be carried out using mobile elevated work platforms where appropriate to provide safe access.

○ Internal works

Internal carcass and first fixing by the finishing trades will commence once a weather tight environment has been achieved within each building, where necessary, temporary weathering will be provided to window openings to prevent the ingress of wind and rain into a working area.

The buildings will be delivered to a 'shell only' specification unless expressly agreed otherwise with a tenant with services capped off ready for connection by the tenant.

Construction & Site Management Statement Cont.

○ Handover

The building will be handed over to the Client with snagging, cleaning and inspection having been undertaken. Once operations have completed on-site the temporary site services will be isolated or changed into a landlord's supply, if appropriate. All equipment associated with the construction operations will be removed.

○ External Works

The landscape vegetation will be cut and maintained throughout the construction progress. The soft and hard landscaping for each individual plot will be carried out once the building envelopes have been completed with the main circulation route final surfacing once all operations have been completed on-site.

Conclusion

The above method and management statement has been developed specifically to demonstrate our understanding of the project requirements and the detailed methodology required to carry out operations.