

Our Ref: P1001/LH
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Dear Aaron

**Town and Country Planning Act 1990
Planning and Compulsory Purchase Act 2004
Localism Act 2011
Planning Application Ref. APP/13/00893 – Marketing Information**

Further to our meeting on 16th October 2013, we write to set out further details of the marketing undertaken for the former BAE site since the granting of extant planning permission Ref. APP/12/00652).

Whilst there are a number of elements in the current proposal which are consistent with the emerging policy allocation for the site, it is understood that the Council seeks reassurance that the site has been appropriately marketed specifically for development consistent with the extant planning permission. In this regard, the details provided herewith are intended to supplement the information which is set out in Section 6 and Appendix 1 of the submitted Planning Statement.

By way of background, Harris Lamb Property Consultancy was instructed in February 2013 to market the site jointly with local agents, Vail Williams. Utilising the knowledge and geographical coverage of both agents ensured that the site could be actively promoted to an extensive range of prospective developers and investors.

A strategy was recommended at the outset to enable Harris Lamb to cover “all bases” for a target market of purchasers for the site as a whole or for significant elements of the property. Utilising the benefit of the extant planning permission, target markets and industry sectors were particularly identified and canvassed in methodical fashion.

The marketing boards were altered on site to reflect the joint agents being instructed and inviting “all enquiries”. Through Vail Williams in particular, a marketing campaign of direct mail and availability listing via respective in-house websites and mailing ensured that larger traditional employment occupiers, developers and investors were all given notice of the properties’ availability for parties to come forward expressing interest and to make offers. A copy of the marketing particulars is appended to this letter.

It should be noted that the marketing particulars enclosed with this letter make specific reference to the consented scheme for the site, with details the quantum and type of floorspace which could be delivered on the site.

Notwithstanding the extensive marketing which has been undertaken since the granting of the extant planning permission, no expressions of interest were registered for development of the consented uses for site. The re-use of the Main Building at the front of site was also actively investigated, with various operators contacted directly. This included a potential re-use of the Main Building as a data centre, which would have been consistent with its permitted use. However, no positive feedback was received.

Whilst the site was consistently marketed for delivery of the consented scheme, in the interests of thoroughness, other sectors including care home operators and education providers (including local schools, colleges and academies) were sent details and site plans, which included the outlining the potential for re-use or redevelopment on the site. Additionally, twelve private hospital operators were contacted, to ascertain whether there would be any interest in developing new medical facilities at the site. As with the principal marketing undertaken for the industrial and office-based sectors, no expressions of interest were received for any of these potential alternative uses.

At the time of the earlier marketing exercises that had been undertaken, it had been established that there was tentative to strong interest from a range of restaurant, discount food retail and pub type operators. This was market-led, with interest received from developers making their own marketing enquiries. This interest has provided a firm foundation upon which the current application proposal is based.

In conclusion, the site has been continuously marketed for industrial and office-based employment uses, both before and since the granting of the extant planning permission. Despite the extensive marketing campaign that has been undertaken, including the targeting of developers and investors, there has been no interest received in developing the site for the aforementioned uses.

As set out in the Planning Statement and evidenced by Vail Williams' earlier market analysis, office-based and industrial occupiers are continuing to be attracted to available stock in competing locations outside of Waterlooville. Given the extensive period of marketing that has been undertaken, it is evident that employment-generating leisure uses are the only viable development option for the former BAE site.

We trust this information is helpful for your purposes. Should you wish to discuss any aspect of this matter in further detail, please do not hesitate to contact me.

Yours sincerely



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