



Our Ref: IMP/clh

13th May 2014

The Chief Planning Officer
Havant Borough Council
Civic Offices
Civic Centre Road
Havant
Hants PO9 2AX
Attention Daphney Haywood

Dear Sirs

Re: 34H Aston Road, Waterlooville – Marketing Initiatives

I now outline the marketing summary for this property in line with Policy DM3 of the Havant Borough Core Strategy dated March 2011

1. Time

The property has been offered openly on the market between November 2008 and October 2009. It was withdrawn for a period and then re-offered in March 2013 until March 2014.

2. Marketing Boards

It is confirmed that a 4 x 3 agent's marketing board was erected on the front façade of the building in accordance with the attached photo. This board appeared both in November 2008 and in March 2013.

3. Marketing Material

Attached is a document taken from our Autumn 2013 catalogue. Marketing particulars are also attached.

4. Internet Marketing

The property was advertised on the following websites:

- a) Cyanpower.com
- b) Egpropertylink.com
- c) Investinportsmouth.com

Attached are samples proving the existence of these entries within the websites.

5. Enquiry log

No enquiries were received for the property between the period November 2008 and October 2009. This was the outset of the recession. Market conditions were particularly poor and occupier requirements were very limited.

When the property was re-offered in March 2013 the following notable enquires were received:

- a) Accessibility Centre, Parkwood Centre, Waterloooville – September 2013. This company finally took space close to its existing premises in the Parkwood Centre, Waterloooville.
- b) Car Breaker Requirement – December 2013. This enquiry was from a business based at 1A Langley Road, Portsmouth. The proposal involved the dismantling of cars and sale of spare parts through a website, usedcarspares.net. The company has remained in occupation of its existing premises.

6. Adverts

No newspaper advertising has been conducted for the building. This is not considered appropriate or cost effective in current market conditions. Enquiries are generated from letting boards, internet enquiries and agent's mail shots. Expensive newspaper advertising cannot be justified.

7. Conclusions

It is concluded that the low eaves height for property and age and character of the building has contributed to a general lack of enquires from industrial and storages based businesses.

The building owner has made every effort to control the fly tipping to the side and rear of the building, but this land is not in control of the owner and therefore initiatives are limited in effectiveness.

The physical characteristics of the building are suitable for the current proposal of a gymnasium in that space is in open plan form. Height is not required for the nature of this use. Therefore, the proposed change of use will enable the beneficial reoccupation of the building which has now been vacant for nearly eighteen months following the lease expiry of the previous industrial business.



For and on behalf of Cyan Power Limited

Enc



Cyan Power website

[Dashboard](#)[Properties](#)[Properties](#)[Add Property](#)[Categories](#)[Pages](#)[Articles](#)[Media](#)[Tools](#)[Settings](#)[Links](#)[Comments](#) 2[Profile](#)☐ Collapse menu

Edit Property

[Add Property](#)[Screen Options](#)

Aston Road, 34

Permalink:

<http://cyanpower.com/properties/34-h-aston-road-waterlooville/>[Edit](#)[View Property](#)[Visual](#) [Text](#)[Add Media](#)

Publish

[Preview Changes](#)Status: **Published** [Edit](#)Visibility: **Public** [Edit](#) Published on: **Apr 22, 2013 @ 8:26** [Edit](#)[Move to Trash](#)[Update](#)

An older style, semi detached factory/warehouse unit with shared use of parking and loading areas fronting the building.

Categories

[All Categories](#) [Most Used](#)

- ☒ Industrial
- ☐ Office
- ☐ Other Properties
- ☐ Recent Transactions
- ☐ Retail
- ☐ Storage Unit
- ☐ Workshop

[+ Add New Category](#)

Path: p

Word count: 18

Last edited by cyanpowereditor on March 28, 2014 at 9:52 am

Property Detail Form

Location

Waterlooville

Type in the properties location i.e. Gosport

Floorspace

3500 sq.ft / 325 sq.m

Featured Image

[Remove featured image](#)

agProperty website

You are managing Cyan Power (htt...

Back to your adverts

(/self_service/businesses/1191/items)

Unpublish (/self_service/businesses/1191/manual_upload_items/unpublish_by_uri)

Back to PropertyLink Ltd (http://propertylink.estatesgazette.com)

imp@cyanpower.com ▼

Edit (/self_service/businesses/1191/items/5508537/item_details)

Create a copy (/self_service/businesses/1191/items/5508537/duplicate)

Favourite (/self_service/users/businesses/1191/item_lists/confirm_add.js)

Delete

ADVERT DETAILS

Summary

(/self_service/businesses/1191/items/5508537)

Details

(/self_service/businesses/1191/items/5508537/item_details)

Performance

(/self_service/businesses/1191/items/5508537/item_performance)

Enquiries

(/self_service/businesses/1191/items/5508537/enquiries)

ADVERT QUALITY

Tip: Your advertisement quality is good! However, add a bit more information



34H, Aston Road, WATERLOOVILLE, Hampshire
 (http://propertylink.estatesgazette.com/property-details/5508537)

Created 5 months ago

Tenure type

To Let

Edit

(/self_service/place_an_ad/businesses/1191/details/hub_upload:3458437)

Price and size

Sale price

Auction starting price

Currency

Rental price

None ☒ POA

GBP

15,000.0 - Annum

Edit

(/self_service/place_an_ad/businesses/1191/details/hub_upload:3458437)

Property size
3,500.0 - Sq Ft

Advert URL

URL

Edit

(/self_service/place_an_ad/businesses/1191/details/hub_upload:3458437)

Address

Minor locality Waterloo, Hampshire

Postcode PO7 7XQ

Edit

(/self_service/place_an_ad/businesses/1191/address/hub_upload:3458437)

Major locality Waterloo, Hampshire

Street postcode Aston Road, PO7

Borough Havant, Waterloo

Post Town Title Waterloo

City Waterloo

Country GB

Unit 34C

Ward Waterloo

County Hampshire

Short postcode PO7

Town county Waterloo, Hampshire

Outcode PO7 7

localities ["Waterloo, Waterloo"]



Contact

Activity period

From: 2014-05-13

To: 2014-12-16

Edit

(/self_service/place_an_ad/businesses/1191/contact/hub_upload:3458437)

Company name

First name

Last name

Ian

Power

E-mail

Telephone number

URL

imp@cyanpower.com

01329 220688

http://www.cyanpower.com

Joint agents

invest in
Parsmouth
website

Property Register[Add An Instruction](#)[Edit My Instructions](#)**Security**[Change Password](#)[Logout](#)

34H Aston Road

Berth, Block, Building, Hanger, Office, Phase, Plot, Room, Shed, Shop, Suite, Site or Unit Number	
Floor	
Building Name or Shopping Centre Name	
Business Centre/Park	
Industrial Estate	
Address 1	34H Aston Road
Address 2	
Local Area/District	
Town/City	Waterlooville
Postcode	PO7 7XQ
Map Co-ordinates:	50.886586,-1.035219
Property Type	Factories and Warehouses
Local Authority	HBC
Location Details	Aston Road Industrial Estate is located just to the west of Waterlooville Town Centre. It is within two miles of the A3M, with mainly dual carriageway access roads. The building is located in the North West corner of the estate, fronting WPL
Created Date	06/03/2009 10:23:47
Created By	ANN CLAR
Modified Date	25/06/2013 10:21:26
Modified By	jimp@cyan

[Edit](#)[Remove Vacancy ...](#)[Preview \(Soton\)](#)[Preview \(Ports\)](#)[Previous](#)[Next](#)

FACTORY / WAREHOUSE UNIT
3,500 sq.ft./ 325 sq.m.
TO LET – NEW LEASE



34H ASTON ROAD
WATERLOOVILLE
HAMPSHIRE PO7 7XQ

OLDER STYLE BUILDING

RENTAL OF £4.30 P.S.F

ON-SITE CAR SPACES

ALL MAINS SERVICES

REAR YARDAGE AVAILABLE

HAVANT BOROUGH
COUNCIL

15 MAY 2014

RECEIVED

LOCATION

Aston Road Industrial Estate is located just to the west of Waterlooville Town Centre. It is within two miles of the A3M, with mainly dual carriageway access roads.

The building is located in the North West corner of the estate, fronting WPL

DESCRIPTION

An older style, semi detached factory / warehouse unit with shared use of parking and loading areas fronting the building.

The building is of cavity brick and block construction with internally insulated double skin and single pitch asbestos roof over steel trusses. The space is arranged in mainly open plan form with offices having been created at one end.

All mains services are available.

ACCOMMODATION

Ground Floor Factory Area	2,810 sq.ft. / 261 sq.m.
Ground Floor Office	690 sq.ft. / 64 sq.m.
TOTAL AREA	3,500 sq ft / 325 sq.m

There is an additional lean to structure on the side of the building. This can be retained or demolished. If demolished then the area and access road may be closed off for yardage.

EPC

The property has an Energy Performance Certificate Rating of Class E.

RENTAL

£15,000 per annum exclusive of Rates and VAT.

LEASE

The premises are available on a new lease for a term to be agreed.

RATES

In the 2010 Rating List the property has a Rateable Value of £14,000. The Rates payable are approximately £ 6,594.00

VIEWING

By appointment through owners agents:-

Cyan Power Commercial Property Agents

Tel 01329 220688

Attention Ian Power

MISREPRESENTATION ACT 1967 - Whilst all information in these particulars is believed to be correct, neither the agents nor their clients guarantee its accuracy nor it is intended to form part of a contract. All areas quoted are approximate.

PROPERTY MISDESCRIPTIONS ACT 1991 (Service and Planning) - We confirm that we have not tested any of the service installations and any occupier must satisfy themselves independently as to the state and condition of such items. Any plans included with these particulars are provided only to indicate the general location of the property. Any occupier must check the stated planning use with the relevant planning office to ensure that it is in accordance with the intended planning use.