HOLLOWAY ILIFFE
& MITCHELL

COMMERCIAL & INDUSTRIAL PROPERTY
CONSULTANTS

HAVANT BOROUGH
COUNCIL
17 JUN 1991
RECEIVED

RICS

Our Ref: Tomlets/EL/310511
31st May 2011

HOLLOWAY ILIFFE
& MITCHELL
CHARTERED SURVEYORS
COMMERCIAL
PROPERTY CONSULTANTS
10 Acorn Business Park
Northarbour Road
Portsmouth, PO6 3TH
Tel: 023 9237 7800
Fax: 023 9237 7801
e-mail: reception@him.co.uk
Website: www.hi-m.co.uk

Havant Borough Council
C/o Mr C Harries
10a The Pallant
Havant
Hampshire PO9 1BE

To Whom It May Concern:

**Re: 10a The Pallant Havant Hampshire**

I write to report on the marketing activities at the above mentioned building and to give an insight into the marketing activities prior to our involvement.

We have been involved with the marketing of the building for quite some time and were originally instructed to dispose of the property on 20th September 2005 and subsequently updated our instructions on 16th February 2010 when our client vacated the building. We have marketed the building actively since this date.

Please find attached both copies of our instruction letters duly signed by Mr Cliff Harries. (Appendix 1)

As a result of the above mentioned becoming vacant, the following marketing has been in operation and failed to generate any commercial occupiers.

- Relevant marketing boards on the building (V-board) – (Appendix 2). This was photographed by Simply Signs who erected the board on 16th March 2010 and was a 4x3 V-board which clearly indicated the property was being marketed on an all enquiries basis, therefore For Sale / To Let and clearly displayed our company name, phone number and web-site.

- Relevant marketing particulars (Appendix 3)

- Marketing online via our web-site www.hi-m.co.uk – Appendix 4 shows a copy of the screenshot taken from our web-site showing the listing and a link to the full set of details that interested parties can download to gain further information. This has also been on invest-in-portsmouth.co.uk (Appendix 5).

- Regular mail drops to surrounding businesses including e-mailer (Appendix 6)

- Mailing to all applicants on our live database.

Directors:
S.A. MITCHELL MRICS MCIArb
I.C.R. HOLLOWAY BA (Hons) MRICS
Associate Director:
C.POWELL BSc (Hons) MRICS
Consultant:

Cont/d...

- Advert – we have not carried out any significant advertising in the local press as the response from paper advertising is terrible and the cost is extremely expensive. We took the view with this client that a decent marketing campaign utilising the internet would be far more cost effective and as proof of our presence on the internet, I enclose two screenshots showing Holloway Iliffe & Mitchell web-site being on the first page of Google when you put in 'retail units to let Havant' and 'retail units Havant'. In our opinion, the internet allows for greater marketing at a fraction of the cost and we are able to monitor the hits that occurs to the relevant pages on the web-sites (Appendix 7).

- Enquiry log – we log all interest on properties that we market. The only serious enquiries that have been generates have been one for purchase to re-develop into residential accommodation and the second for an office occupier who ultimately disregarded the property due to it's condition and how it has been constructed. Both of these enquiries were within the last 9 months.

As a result of the above marketing activities and our knowledge of the market, we feel that the building should be considered for alternative uses as the commercial market in this location has shown no interest in this pitch.

Therefore, we strongly feel that this building should be considered for alternative uses as the building has failed to provide any meaningful commercial interest.

Should there be any queries regarding the information we have provided then please do not hesitate to contact us.

Yours sincerely

Tom Holloway BA (Hons) MRICS
HOLLOWAY ILIFFE & MITCHELL
tom@hi-m.co.uk

# Appendix 1

HOLLOWAY ILIFFE
& MITCHELL
COMMERCIAL &
INDUSTRIAL PROPERTY
CONSULTANTS
2 Portsmouth Road, Cosham
Portsmouth PO6 2SG
Tel: 023 9237 7800
Fax: 023 9237 7801
e-mail: [illegible]
Website: www.hi-m.co.uk

Our Ref: Tomlets/JMB/200905
20th September 2005

C Harries Esq.
Prince George Galleries
10a The Pallant
Havant
Hampshire PO9 1DE

Dear Cliff

**Re: 10a The Pallant Havant Hampshire**

I am writing to thank you for and confirm, your kind instructions in respect of the above. I attach a copy of our details and having regard to the Property Misdescriptions Act 1991. I would be grateful if you would kindly check these carefully and let me know immediately if there are any discrepancies therein; particularly in relation to any information which you may have provided.

I would confirm that copies of these particulars will be sent to numerous applicants with whom we are in contact. It would be useful if you would consider allowing us to erect a suitable board on the property as in our experience, this does generate a number of useful enquiries.

Please see attached letter [illegible] and asking for all [illegible] to be accompanied by a representative of HI+M

I attach a copy of our Terms of Business and would confirm that whilst we remain sole agents, our fees in this instance will be based on 2% of the sale price. Should you instruct other agents, I would confirm for the record that our multiple agency fees are based on 3% of the sale price. We however reserve a minimum fee of £900.00 if applicable. In the event that the property is withdrawn for a reason outside our control, we reserve the right to make a charge to cover our abortive work, in the order of £250.

Our fees are subject to VAT at the appropriate rate, and become payable upon occupation of the unit, or on completion, whichever is the sooner.

In accordance with legislation emanating from the Estate Agents Act 1979, I attach an extra copy of this letter which perhaps you would be kind enough to sign and return as soon as possible. *Please note, we shall not commence marketing until we have your confirmation of instructions returned to us.*

You can be assured I will use our best endeavours to dispose of your premises and will keep you updated of our activities and of course all interest in the property that may materialise.

We look forward to hearing from you with confirmation of our instructions.
Yours sincerely

Tom Holloway BA (Hons)
**HOLLOWAY ILIFFE & MITCHELL**
tom@hi-m.co.uk

**Signed** .....

**Dated** ...14/10/05.....

Enc - Terms of Engagement, Draft Particulars & Copy Letter

Directors
N. ILIFFE [illegible]

Our Ref: Tomlets/EL/050110
5th January 2010

HOLLOWAY ILIFFE
& MITCHELL
CHARTERED SURVEYORS
COMMERCIAL &
INDUSTRIAL PROPERTY
CONSULTANTS
[illegible]

Cliff Harries
10a The Pallant
Havant
Hampshire PO9 1BE

Dear Cliff

**Re: 10a The Pallant Havant Hampshire**

I am writing to thank you for and confirm your kind instructions in respect of the above. I attach a copy of our details and having regard to the Property Misdescriptions Act 1991, I would be grateful if you would kindly check these carefully and let me know immediately if there are any discrepancies therein; particularly in relation to any information which you may have provided.

I would confirm that copies of these particulars will be sent to numerous applicants with whom we are in contact. It would be useful if you would consider allowing us to erect a suitable board on the property as in our experience this does generate a number of useful enquiries.

I attach a copy of our Terms of Business and would confirm that whilst we remain sole agents, our fees in this instance will be based on 2% of the sale price. Should you instruct other agents, I would confirm for the record that our multiple agency fees are based on 3% of the sale price. We however reserve a minimum fee of £1,250.00 exclusive of travelling and other incidental expenses if applicable. In the event that the property is withdrawn for a reason outside our control, we reserve the right to make a charge to cover our abortive work, in the order of £250.

Our fees are subject to VAT at the appropriate rate, and become payable upon occupation of the unit, or on completion, whichever is the sooner.

In accordance with legislation emanating from the Estate Agents Act 1979, I attach an extra copy of this letter which perhaps you would be kind enough to sign and return as soon as possible. *Please note we shall not commence marketing until we have your confirmation of instructions returned to us.*

From 1st October 2008 all commercial buildings with a usable floor area over 50 sq.m. to be let or sold must have had an Energy Performance Certificate (EPC); this must be in place before the building can be let or sold and we recommend this is prepared from the outset.

Holloway Iliffe & Mitchell can help by enabling you to quickly obtain comparative quotations from our panel of accredited suppliers. Please confirm your instructions to us to proceed in obtaining a quotation.

You can be assured I will use our best endeavours to dispose of your premises and will keep you updated of our activities and of course all interest in the property that may materialise.

Cont/d ..

Directors:
[illegible]

The Government has recently enacted E.U. Legislation which has extended the requirements under the Money Laundering Act and Proceeds of Crime Act. Estate Agents and ancillary services are required to ascertain the identity of their instructing client on the basis that there will be a business relationship where money changes hands. It is possible therefore that at some time, we will require confirmation as to your identity, which may mean production of your birth certificate, passport or similar document and proof of residency, such as a Council Tax demand, Utilities Bill or similar. If this is required to meet the Regulations, bearing in mind that it is a criminal offence not to obtain such confirmation, we will advise you at the appropriate time. Alternatively it may be possible to obtain the confirmation required from your Bankers or Solicitors in which case they will need your instructions to provide the same.

I would recommend that as part of a comprehensive marketing campaign, the property should have additional exposure to the market over and above our own block advertising and mailings. The following schedule is what I feel should be considered to achieve that exposure.

I look forward to hearing from you with confirmation of our instructions and to my suggested

| Adverts | Per edition | Costs per | TOTAL | YES | NO | |
|---|---|---|---|---|---|---|
| Post | 1 | 65 | £0.00 | | | |
| News | 1 | 75 | £75.00 | x | x | |
| Other | | | £0.00 | | | |
| **Special board** | Size | Cost without slip | | | | |
| V board | 4 X 3 | 97 | £120.00 | x | x | |
| **Brochure & Artwork** | Quantity | Cost | | | | |
| | n/a | 0 | £0.00 | | | |
| **Targeted mailer** | Number of items | Cost per item | | | | |
| | 250 | 0.5 | free | Free | | |
| **HI & M interactive web site - www.hi-m.co.uk** | | | free | Free | | |
| **EG Property Link web site - www.egpropertylink.com** | | | £50.00 | x | x | |
| **EPC** | | | POA | x | x | |
| | | Sub total | £245.00 | | | |
| | | Plus VAT @ 17.5 % | £42.88 | | | |
| | | | £287.88 | | | |

For your convenience, we have pre-marked the schedule. If you do not agree to any item within our suggested marketing, please tick NO in the relevant box.
marketing budget, as above.

Kind regards
Yours sincerely

Tom Holloway BA (Hons) FCIPS
HOLLOWAY ILIFFE & MITCHELL
tom@hi-m.co.uk

Signed .....

Date 14/2/10

Encs. - Property Particulars / Terms of Business

# Appendix 2

Photograph taken by Simply Signs on 16.03.2010



# Appendix 3

# PROPERTY PARTICULARS

HOLLOWAY ILIFFE & MITCHELL
023 9237 7800
10 Acorn Business Park Northarbour Road Portsmouth PO6 3TH
www.hi-m.co.uk

# FOR SALE

## RETAIL PREMISES

**62.73 sq.m / 674 sq.ft**

OFFERS INVITED




**10a THE PALLANT**
**HAVANT**
**HAMPSHIRE**
**PO9 1BE**

RICS

# 10a The Pallant Havant Hampshire

## LOCATION

The Pallant is situated to the east of North Street in Havant Town Centre with the subject premises on the south side of The Pallant opposite Waitrose Supermarket.

## DESCRIPTION

The subject premises form an end of terrace unit of single storey brick construction, under a mono pitched roof. Internally the property is predominantly open plan with a rear kitchenette and toilet facility.

The property has vehicular and pedestrian rights of way to the side and rear of the property.

## ACCOMMODATION

| | | |
|---|---|---|
| **Net Internal Area** | **62.63 sq.m** | **(674 sq.ft)** |

## RATES

You are advised to make your own enquiries in this regard to Havant Borough Council on or visit www.voa.gov.uk. Our enquiries indicate a rateable value of £5,100.

## TENURE

Freehold

## PRICE

Offers invited

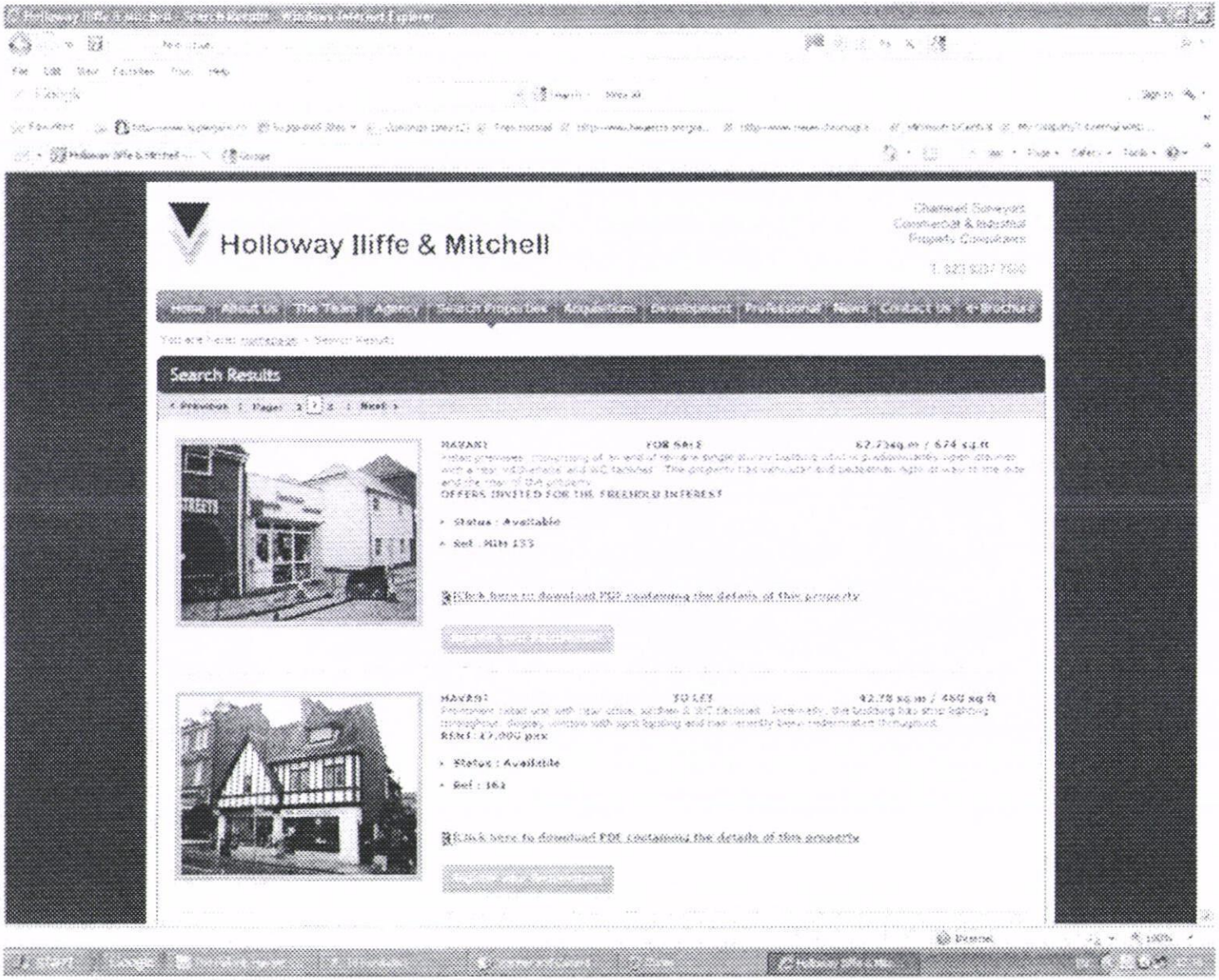
## VIEWING

Strictly by appointment through **Holloway Iliffe & Mitchell;**

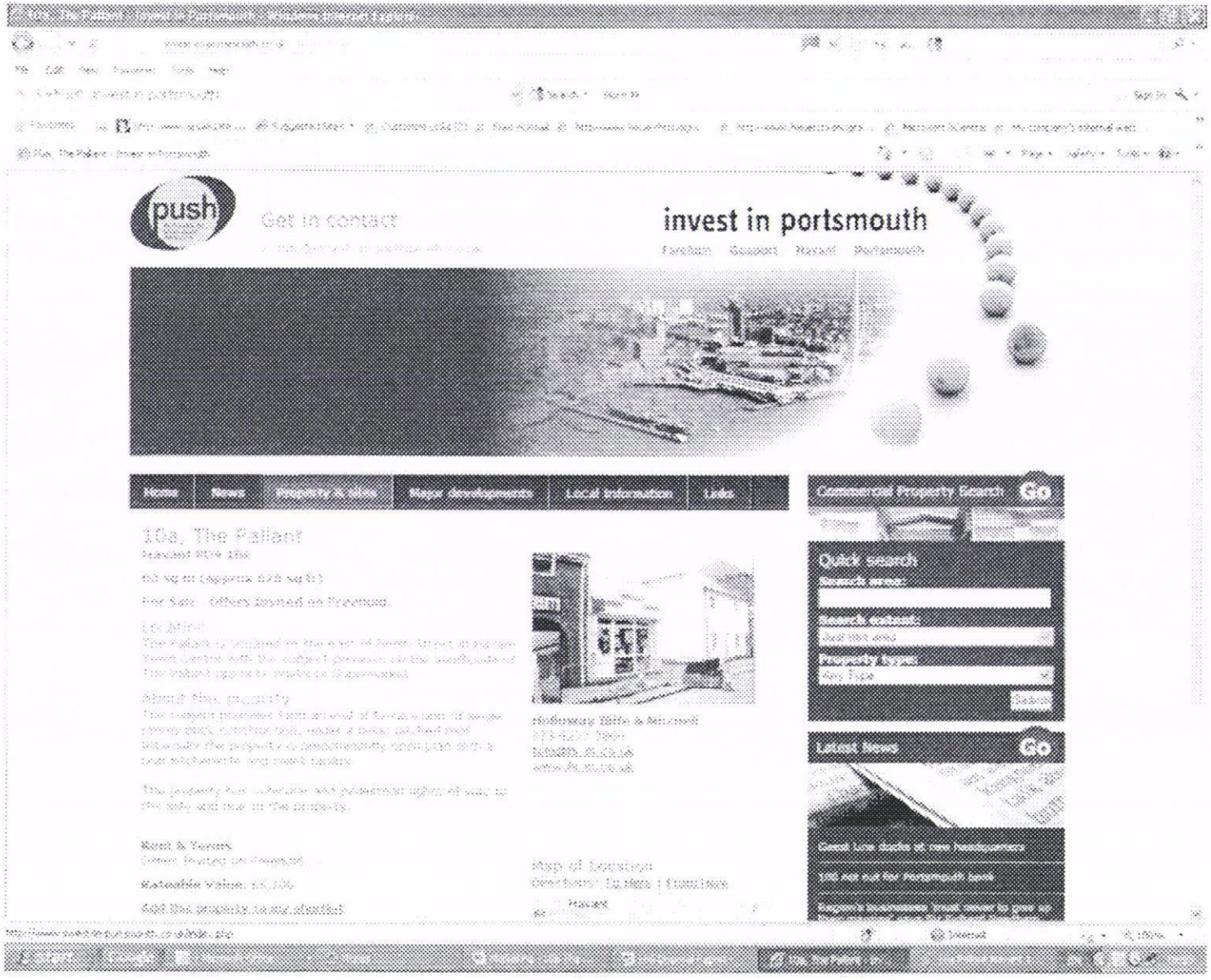
023 9237 7800
HOLLOWAY ILIFFE & MITCHELL
www.hi-m.co.uk

[illegible]

# Appendix 4


Holloway Iliffe & Mitchell
Search Results

# Appendix 5


push
Get in contact
invest in portsmouth
Commercial Property Search
Go
Quick search
Latest News
Go

# Appendix 6

# Holloway Iliffe & Mitchell

Chartered Surveyors
Commercial & Industrial
Property Consultants



**GOSPORT** — **FOR SALE / TO LET**

Commercial premises within a stunning marine environment.

* Rent on application * * Suitable for a variety of uses *

Click here to download a PDF containing the full details of the property

**NORTH END** — **TO LET**

Ground floor retail unit within a small shopping mall.

* Rent: £5,200 pax * * Flexible terms *

Click here to download a PDF containing the full details of the property





**HAVANT** — **FOR SALE**

Retail premises with kitchenette & WC facilities.

* Offers invited * * Freehold interest *

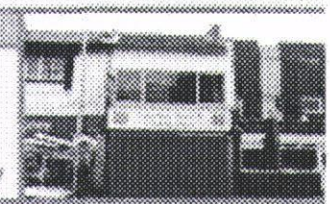
Click here to download a PDF containing the full details of the property

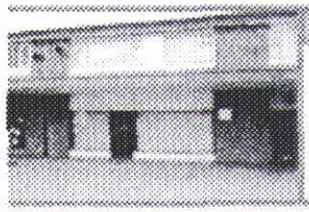
**NORTH END** — **TO LET**

Retail with upper parts, suitable for a variety of uses.

* Rent: £11,000 pax * * Incentives available *

Click here to download a PDF containing the full details of the property





**GOSPORT** — **TO LET**

Lock up shop unit with store, WC facilities and staff area.

* Rent: £6,000 pax * * Flexible Terms *

Click here to download a PDF containing the full details of the property

FOR FURTHER INFORMATION ON ALL OUR AVAILABLE PROPERTIES, PLEASE VISIT OUR WEB SITE

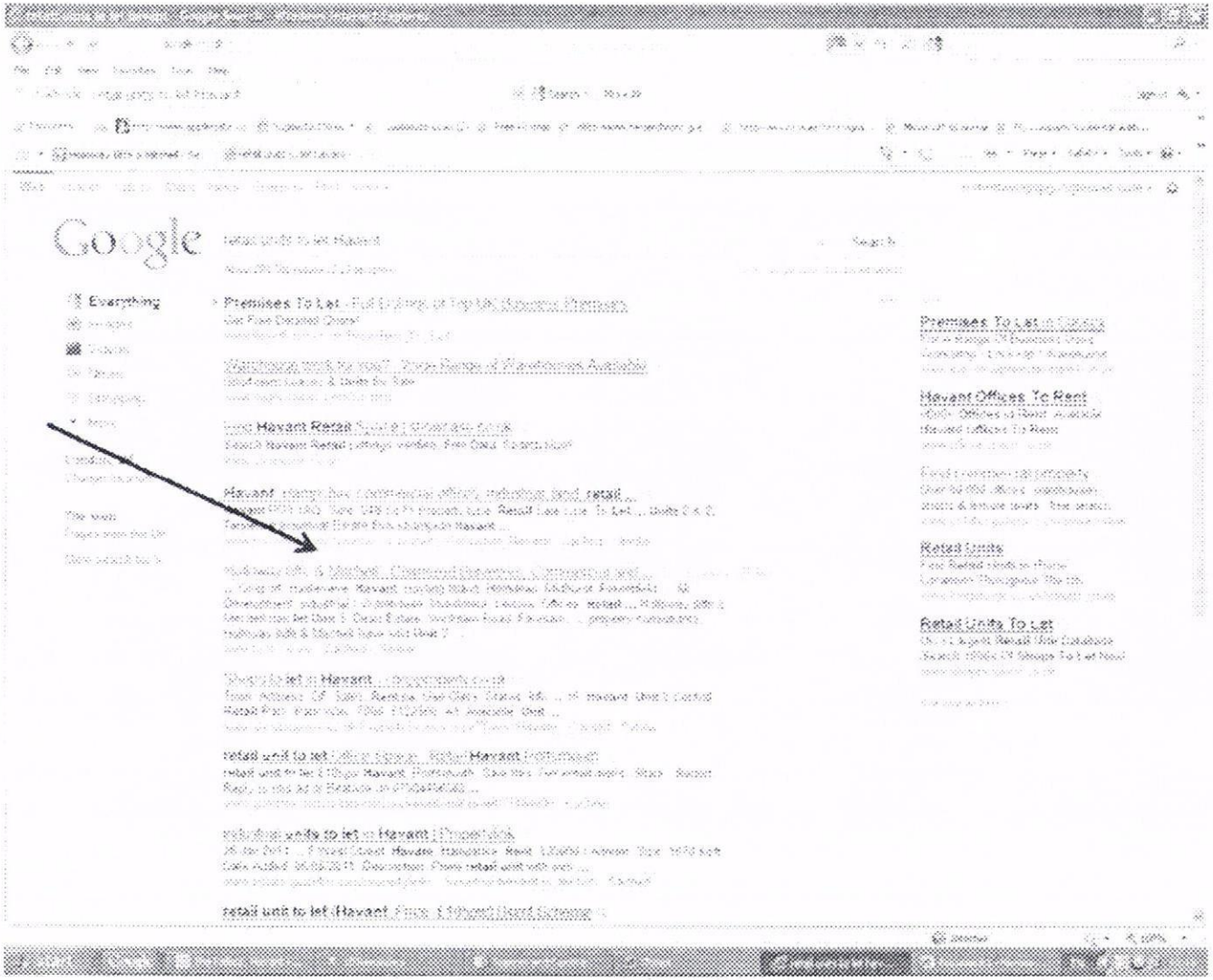

RICS Qualified to RICS standards

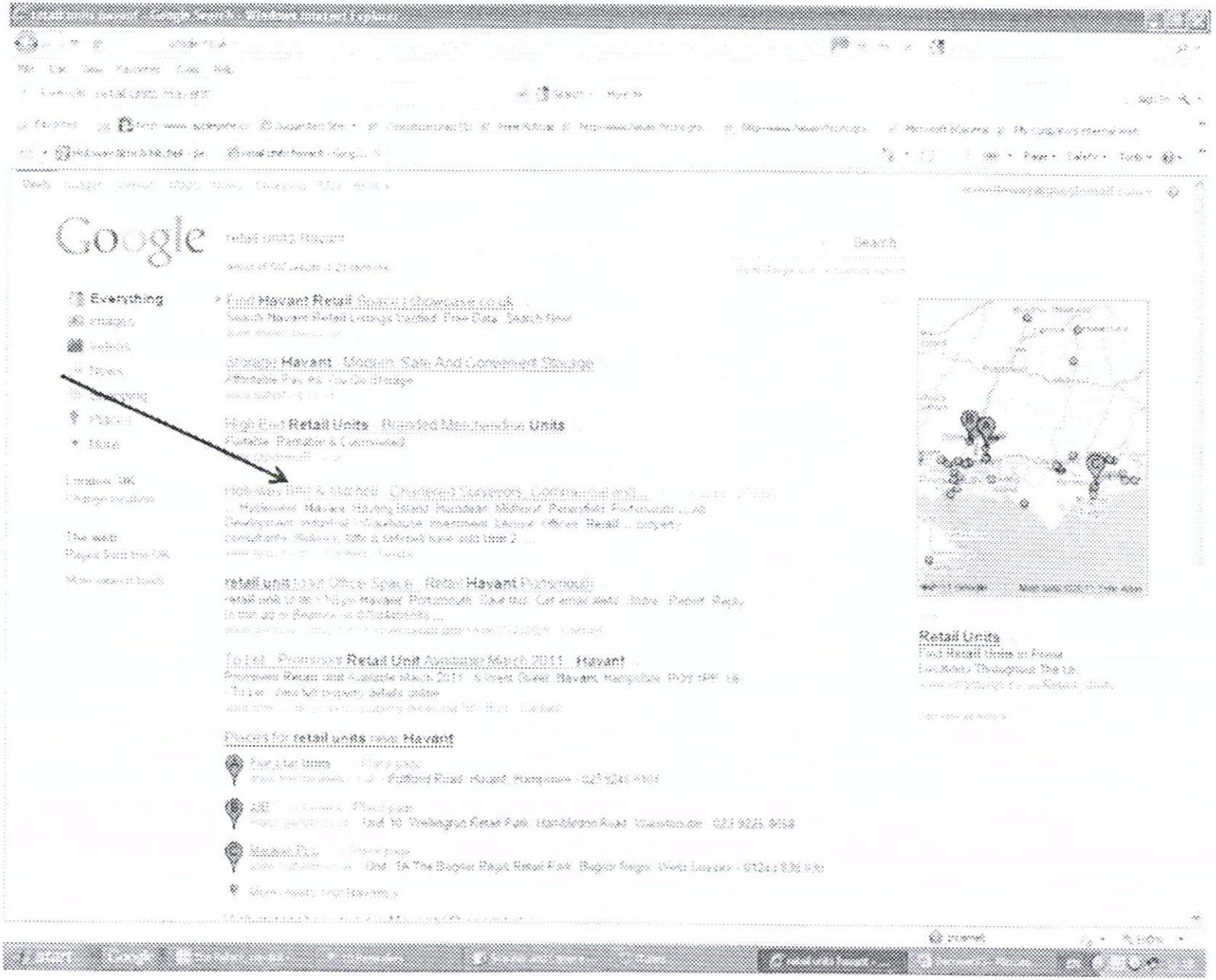
Holloway Iliffe & Mitchell
10 Acorn Business Park, Northarbour Road
Portsmouth, Hampshire, PO6 3TH
T: 023 9237 7800 F: 023 9237 7801 E: info@him.co.uk W: www.him.co.uk



To be removed from our mailing list, please reply with the word "unsubscribe" in the subject line.

# Appendix 7


Google
Everything
Premises To Let
Havant Offices To Rent
Retail Units
Retail Units To Let


Google
Everything
Retail Units