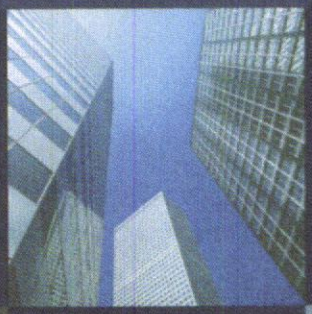
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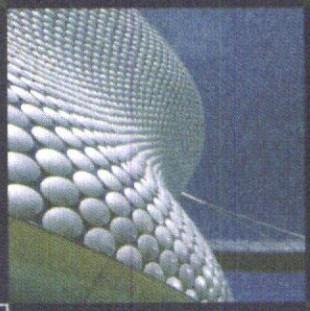
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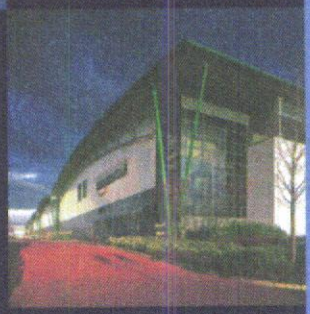
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HAVANT BOROUGH COUNCIL
31 MAR 2011
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REPORT ON MARKETING HISTORY

FORMER PUBLIC HOUSE
THE BREWMASTER
158 HARTPLAIN AVENUE
COWPLAIN
HAMPSHIRE
PO8 8QP

Prepared by
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Appendices

Appendix I – Summary of Marketing Activity
Appendix II – Marketing Particulars

1. INTRODUCTION AND SCOPE OF INSTRUCTIONS

We have been instructed to detail the marketing campaign which Lambert Smith Hampton has been running in relation to the premises formerly trading as The Brewmaster Public House, Hart Plain Avenue, Cowplain. The aim has been to re-let, or sell the property and it was openly placed on the market during June 2010 although we understand that the premises had previously been marketed prior to the involvement by LSH since November 2009. We are informed that the premises were closed late September 2009.

2. THE PROPERTY

The property is located within Cowplain which is a large residential suburb of Waterlooville located to the west of Junction 3 of the A3(M) providing access to Portsmouth to the South and Guildford and London to the North. The site occupies a prominent position along Hart Plain Avenue close to the Wecock Farm estate a densely populated residential area.

The site extends to approximately 0.51 acres (0.21 hectares) and incorporates a former public house comprising two bar areas with spacious 3 bedroom flat at first floor level.

Accommodation		
Ground Floor		
2 bar areas		
Kitchen		
Ladies/Gents WC		
Rear beer garden		
First Floor		
3 bedroom owners accommodation		
Large customer car park		

We are firmly of the opinion that the existing building is at the end of it's economic life and the site now warrants complete redevelopment.

3. MARKET COMMENTARY

3.1 History and Summary

We are informed that the property closed around September 2009 with previous attempts to reopen and rebuild trade having failed. The property has been vacant ever since and has been subject to regular bouts of vandalism.

The property has been vacant and in the market continuously since June 2010 when Lambert Smith Hampton were first instructed to carry out a confidential marketing campaign but we are informed that the property had previously been marketed by Fleurets previous to this.

3.2 Rationale

Since the property ceased to be operational the current owners decided to market the property with a view to either achieving a letting, or a sale of the freehold interest.

3.3. Marketing

Lambert Smith Hampton was instructed to place the property on the market with effect from June 2010.

Lambert Smith Hampton undertook a comprehensive marketing campaign involving a combination of active marketing measures over a prolonged period commencing at this time through to the present day.

The marketing has involved a combination of the following:-

- Preparation of property particulars/brochure
- Internet advertising
- Direct mailing to applicants, local agents and London agents
- Direct mailing to leisure operators throughout Surrey and Hampshire
- Marketing boards

4. INTERESTED PARTIES

During the course of marketing interest has been limited due to the extensive capital expenditure required to the property and in the main the only significant enquiries that have been received have been for complete redevelopment of the entire site for residential for both Private and Housing Association occupiers.

The only commercial enquiries that have been received came from a Care Home operator although the location was eventually deemed to be unsuitable. Interest has also been received from two Convenience Store operators.

During the course of marketing no enquiries have been received for continued community use of the site and buildings.

5. Conclusion

The site and buildings have been actively exposed to the open market over a significant period of time, approximately 9 months by Lambert Smith Hampton and previously since the closure of the pub in September 2009). It is highly unusual for a property to be marketed to this extent without success.

The property has been promoted as being suitable either to let or on the basis of a sale of the freehold interest.

Despite this flexibility, we have been unable to secure a successful transaction due to the extensive capital expenditure required to the site and buildings.

Given that our clients are incurring significant overheads whilst the property is unoccupied, and also the constant threat of vandalism, there is an urgent need to secure a letting or sale of the buildings. Our view is that the buildings will continue to remain vacant for years to come falling into further disrepair and provide a constant threat to the residential neighbours of continued vandalism, unless the site is redeveloped.

APPENDIX 1

SUMMARY OF MARKETING UNDERTAKEN

THE BREWMASTER PUBLIC HOUSE, HORNDEAN

SUMMARY OF MARKETING INNITATIVES CARRIED OUT BETWEEN JUNE 2010 – PRESENT DAY

Date	Marketing Initiative
June 2010	Preparation of Marketing particulars
June 2010	Property advertised on EG Property Link
June 2010	Property advertised on Shop Property
June 2010	Property advertised on Lambert Smith Hampton website
June 2010	Erection of Marketing Board
June 2010	Mailing to local Agents
June 2010	Mailing to Applicants
August 2010	Continued Mailing initiatives as above
Oct 2010	Continued Mailing initiatives as above
Nov 2010	Continued Mailing initiatives as above
Jan 2011	Continued Mailing initiatives as above

APPENDIX II

MARKETING PARTICULARS

Public House

Lambert Smith Hampton
01489 579579
5 MANOR COURT BARNES WALLIS ROAD FAREHAM PO15 5TH

Public House Refurbishment Opportunity

For Sale

Brewmaster Public House, 158 Hart Plain Avenue, Cowplain PO8 8QP

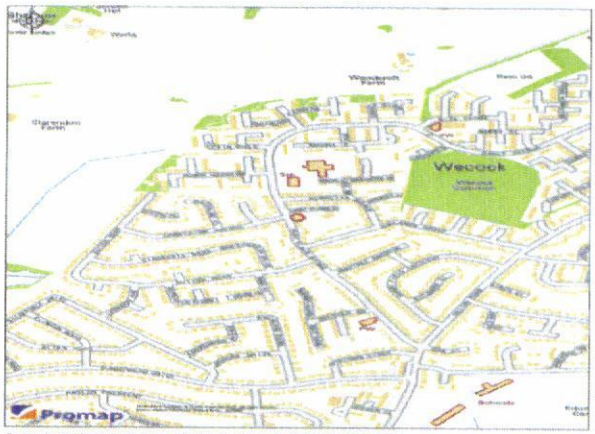


- Site Area 0.51 Acres (0.21 hectares)
- Large community public house
- Private Accommodation
- Large Car Park

EGi
The UK's Most Active Agent
Top National Agent Overall

Brewmaster Public House, 158 Hart Plain Avenue, Cowplain PO8 8QP

Location

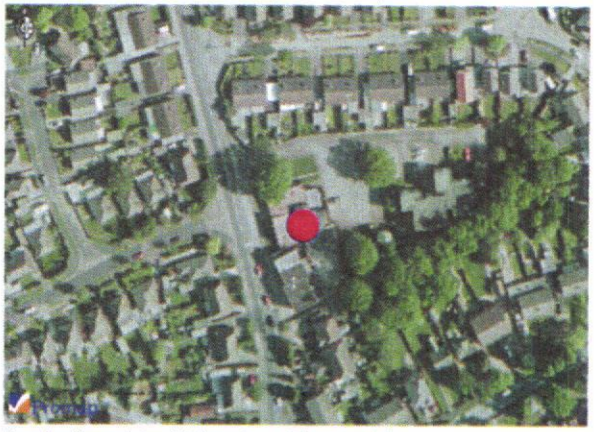


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Cowplain is a suburb of Waterlooville, which is located to the west of junction 3 of the A3(M) providing excellent access to Portsmouth to the south and Guildford and London to the north. The site occupies a prominent position along Hart Plain Avenue, Cowplain, within the Wecock Estate, a densley populated residential area.

Description

The site area extends to 0.51 acres (0.21 hectares) and incorporates a former public house comprising 2 large bars areas, kitchen, ladies and gents WC's, with spacious 3 bedroom flat at first floor level and a spacious car park to the rear.



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VAT

All prices, premiums and rents etc. are quoted exclusive of VAT at the prevailing rate.

Legal Costs

Each party to be responsible for their own legal costs incurred in any transaction.

Price

Offers are invited in the region of £600,000 for the freehold interest of the land and buildings.

Tenure

Freehold

Rateable Value

Premises - £8,500 (Source - Havant Borough Council)

Planning

The premises were most recently used as a public house and offer scope for redevelopment/refurbishment subject to obtaining the relevant planning consent.

Viewing and Further Information

Viewing strictly by prior appointment with the sole agent:

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1 June 2010

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