

Contact Bradley West
Direct Dial 023 9262 9004
Email b.west@flude.com

Our Ref: 3212/BW
14 November 2019

IAC CARS LTD
Alresford Road
Winchester
SO21 1HH

For the attention of: Mr I Cockram

By email only: ian@iaccars.co.uk



Chartered Surveyors & Commercial Property Advisers
Offices in Brighton, Chichester and Portsmouth

114 Kingston Crescent
Portsmouth
PO2 8AL

T 023 9262 9004
W www.flude.com

Dear Ian

Six Bells, 30 North Street, Havant, Hampshire PO9 1PT

We write further to your request for us to provide you with an interim marketing summary. For clarity, you have asked us to consider the marketing that has been undertaken to date, the feedback from the market and to provide you with a report outlining this.

1.0 The Practice of Flude Commercial

Flude Commercial incorporating Garner Wood is an independent, regional firm of Chartered Surveyors regulated by the Royal Institution of Chartered Surveyors (RICS) who specialise in advising clients who own or occupy commercial real estate. Our firm comprises three offices in Chichester, Brighton and Portsmouth and cover a large region of real estate along the south coast.

Our main areas of expertise include commercial property agency, lease advisory (rent reviews, lease renewals and lease re-gearing), business rates, property management, real estate asset valuation and general consultancy (investment and development).

2.0 Background and Instructions

The property is situated in the centre of Havant, on the eastern side of North Street. There is public car parking nearby and Havant railway station is located within 50 yards of the property. Nearby occupiers include Waitrose, Domino's, Heidi's Patisserie and The Meridian Centre. The premises is configured as a public house with an entrance hall, open plan bar area, rear store and WC's.

Externally, the property benefits from an enclosed rear curtilage area through which the cellar is accessed.

Directors A list of our Directors is available on request

Flude Commercial is the trading name of Flude Commercial Ltd (Registered in England: 3287836) and Garner Wood Ltd (Registered in England: 03121780)
Registered Office: Atlantic House, 114 Kingston Crescent, Portsmouth, Hampshire, PO2 8AL



Agency | Lease Advisory | Management | Rating | Valuation | Investment | Development



We understand Holloway Ilffe & Mitchell commenced marketing of the property on the 30th of January 2019 and consequently from a lack of interest we were instructed by the landlord to market the premises on a joint basis as of the 7th May 2019. Since then we have offered the accommodation on a To Let basis with a quoting rent of £16,000 per annum exclusive.

3.0 Marketing Summary

Since May 2019 Flude Commercial have undertaken a proactive marketing campaign and the premises has been widely available on a variety portals and regularly emailed to applicants and interested parties. Below we have summarised marketing to date:

Letting Brochure/Agency Particulars

From the outset to the present time, both agents have produced and provided interested parties with our designed and printed colour marketing details. These have been regularly mailed as described below, and sent out as a result of specific enquiries we have received. They are held electronically, and are generally emailed to prospective parties and followed up with regular contact to establish their degree of interest and feedback.

Appendix A – Contains a copy of our brochure for marketing.

Marketing Boards

There has been a prominent marketing board affixed to the building since the 14th May 2019.

Appendix B – Photograph of marketing board.

Electronic Mailing

We targeted occupiers with requirements suited to the subject property, together with active commercial property agents within the South East of England and London. These mailings have been undertaken on a regular basis. We have set out the specific dates alongside the number of applicants who have viewed the mailshots below:

Local Applicants	7 th May 2019 x 107
	13 th - 14 th May 2019 x 11
	10 th July 2019 x 130
	14 th October 2019 x 135
	13 th November 2019 x 140
Local Commercial Agents	7 th May 2019 x 33
	10 th July 2019 x 35
	14 th October 2019 x 37
	13 th November 2019 x 40

Appendix C – Contains a screenshot of a typical mailshot, which also includes a link to the most recent marketing particulars.



Online Advertising

The majority of our applicant interest comes from the internet, either through our own website or through other websites we subscribe to. Information for the premises has been available on the following websites:

- Estates Gazette Property Link
- Perfect Information Property
- CoStar (Focus)
- Rightmove
- Realla
- Shop Property
- Estates Agents Clearing House

Appendix D – Contains bar graphs outlining web site and brochure views.

Appendix E – Contains examples of online advertising.

Telephone Canvassing

We have periodically, undertaken telephone promotion to both occupiers and agents in an attempt to generate a positive enquiry. Email enquiries have been followed up with a telephone call.

4.0 Interest and Feedback

Since we started marketing the premises, we have carried out viewings with a number of commercial occupiers and set out below a brief summary of those:

Applicant 1	Micro Pub – 17 th May 2019
Applicant 2	Coffee Shop – 2 nd July 2019
Applicant 3	Public House – 19 th July 2019
Applicant 4	Private Gentleman's Club – 4 th October 2019
Applicant 5	Breakfast Café – 4 th October 2019
Applicant 6	Public House – 29 th October 2019

We have also received a number of enquires that did not result in a viewing.

Feedback from applicants suggests the premises was too astray from the main local shopping area on West Street and that the premises did not lend itself well as a public house drinking establishment due to its small open bar area and inability to add hot food produce. This is due to a poor structural layout and lack of net internal area for alteration.



5.0 MARKET CONDITIONS AND CONCLUSIONS

As a general comment, due to current economic and political factors, there has been uncertainty in the commercial and residential property markets following the UK's decision to leave the European Union. The retail sector in particular is struggling for various reasons and retail units are more difficult to let at the present time compared to other sectors. Further to this, it is apparent in the current market that due to a number of empty premises on local high streets the supply of available premises is growing for every willing applicant.

In spite of the proactive and targeted marketing campaign that has been undertaken by both agents, which has exposed the property to a local, regional and national network of potential applicants, we have been limited in our ability to attract interest from tenants.

The landlord has also been flexible on the lease terms and has been willing to agree a shorter lease term, reduced rent and incentives in order to let the property. To date this has still not helped with securing an occupier.

In summary, the landlord will need to consider alternative uses such as residential in order to secure the long term use of the premises.

Yours sincerely



Bradley West
Encs

APPENDIX A

MARKETING DETAILS

**Six Bells, 30 North Street, Havant, Hampshire
PO9 1PT**



FLUDE
commercial

Member of the **GARNER WOOD** group






TO LET

Fully Licensed Public House

Total 108 sq m (1,161 sq ft)

Key Features

- Well located close to Havant train station
- Popular retail and commercial centre
- Public car parking nearby
- Alternative uses considered such as Class A1, A3 or A5 (DTP)
- External courtyard and rear storage
- 100% rate relief possible
- Rent £16,000 per annum
- Nearby occupiers include Waitrose, Sainsbury's, Iceland's Petcare and The Mowlem Centre

Agency | Lease Advisory | Management | Rating | Valuation | Investment | Development

Six Bells, 30 North Street, Havant, Hampshire
PO9 1PT

Floor Plan

For identification purposes only.

Offices in Brighton, Chichester and Portsmouth

PAI RICS

Six Bells, 30 North Street, Havant, Hampshire PO9 1PT



Location

Havant is strategically located on the A27/M27/J33(M) and forms part of the extensive M27 / Solent corridor, providing easy access to Portsmouth, Southampton and London. Havant benefits from a mainline railway station with direct trains to London and the south coast.

The property is situated in the centre of Havant, on the eastern side of North Street. There is public car parking nearby and the railway station is located within 50 yards of the property. Nearby occupiers include Waitrose, Dominik's, Field's Petcare and The Medical Centre.

Accommodation

The ground floor property is configured as a public house with an entrance lobby, bar area, rear store and WCs. Externally, the property benefits from an enclosed courtyard through which the cellar is accessed.

We have measured and calculate the accommodation to have the following approximate Gross Internal Area (GIA):

Description	sq ft	sq m
Total GIA	100.57	1.089

Tenure

The property is available to let by way of a new (effectively) full repairing and insuring lease for a term to be agreed at a commencing rent of £14,000 per annum exclusive.

WAY

Price is quoted exclusive of VAT may be subject to VAT

Viewings and Further Information

Please contact the joint sole agents Flude Commercial incorporating Garner Wood: portsmouth@flude.com
023 9262 9000
www.flude.com



Planning

We understand that the premises benefit from Class A4 use within the Use Classes Order 1987 (as amended). Alternative uses considered such as Class A1, A3 or A5 (STP).

The occupier also benefits from a Premises License for the sale of alcohol.

EPC

We understand the property has an EPC rating of C (52).

Business Rates

Rateable Value (2017): £11,750.

As the RV is below £12,000 we believe 100% small business rate relief is possible.

Legal Fees

Each party to bear their own legal costs incurred.

or our joint agent Simon Hale at Holloway 886 & Miskell on 023 9267 7880.



Offices in Brighton, Chichester and Portsmouth



Six Bells, 30 North Street, Havant, Hampshire PO9 1PT

F

Location Maps

For identification purposes only

Trade Commercial Air has provided a list of the names of the owners of this property whose agents they are providing this. If these particulars are not in the list, and you believe they are correct but their accuracy cannot be guaranteed and they do not form any part of any contract, it is the person in the employment of Trade Commercial Air who is responsible for their accuracy. It is not the responsibility of Trade Commercial Air to provide any representation as to the accuracy of the information in relation to this property.

Please note that while we endeavour to confirm the prevailing agreed pricing on the properties we market, we can offer no guarantee in this regard. Pricing information is based on the best of our knowledge. Interested parties are advised to make their own enquiries to verify the accuracy of the pricing information.

We advise interested parties to make their own enquiries to the local authority to verify the above and the best of business rates payable in case of possible structural improvements and short business rates.

24th 2020

Offices in Brighton, Chichester and Portsmouth

APPENDIX B

PHOTOGRAPH OF MARKETING BOARD

14th MAY 2019





APPENDIX C EXAMPLE OF TYPICAL MAILSHOT

From: <brahwell@flude.com>
To: pete@freemovefactory.org
Cc:
Bcc:
Date: Wed 13/Nov/2019 03:57:25
Subject: Property Details - Havant - Fully Licensed Public House - To Let



To Let

Six Bells, 30 North Street, Havant, Hampshire PO9 1PT

Fully Licensed Public House
Total GIA 100.57 sq m (1,083 sq ft)



- [More Details - Six Bells, 30 North Street, Havant, Hampshire](#)
- Well located close to Havant train station
- Popular retail and commercial centre
- Public car parking nearby
- Alternative uses considered such as Class A1, A3 or A5 (STP)
- External courtyard and rear storage
- 100% rate relief possible
- Rent £16,000 per annum
- Nearby occupiers include Waitrose, Domino's, Heidi's Patisserie and The Meridian Centre

You are receiving this email because you are searching for commercial property, as per the requirements below:

Property Type(s): D2 Leisure/Fitness/Dance Studios etc
Property Size(s): 500 - 1,500 Sq Ft (46.45 - 139.35 Sq M)
Tenure: Leasehold

To let us know if your requirements have changed or if you would like to be removed from our database, please [click here](#).

If you would like to opt in to further marketing from Flude Commercial or update your existing marketing preferences, please [click here](#).

Information on each property we are marketing can be viewed on our website www.flude.com. The website is updated daily.

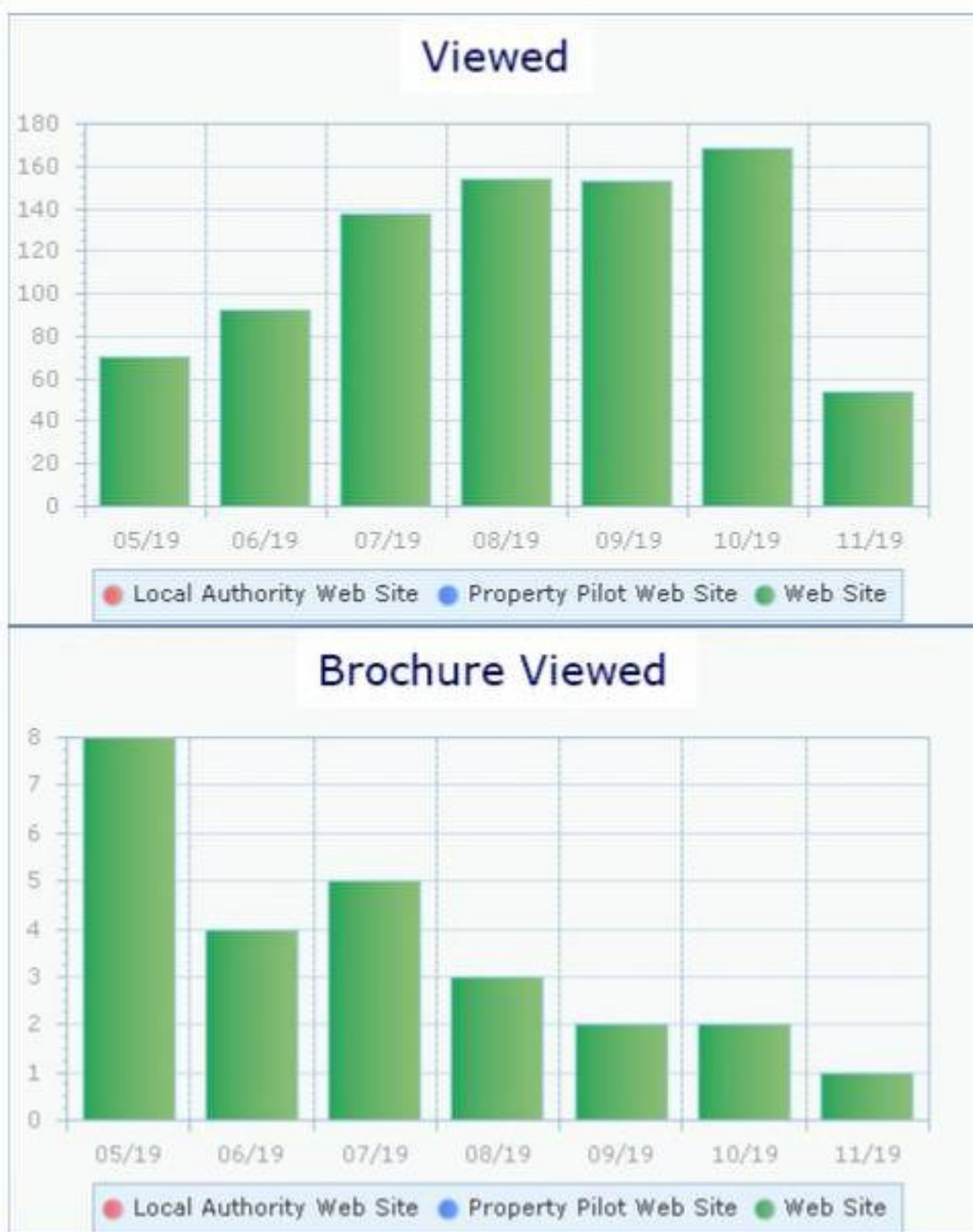
Alternatively, please follow us on social media for market updates and announcements on new instructions:





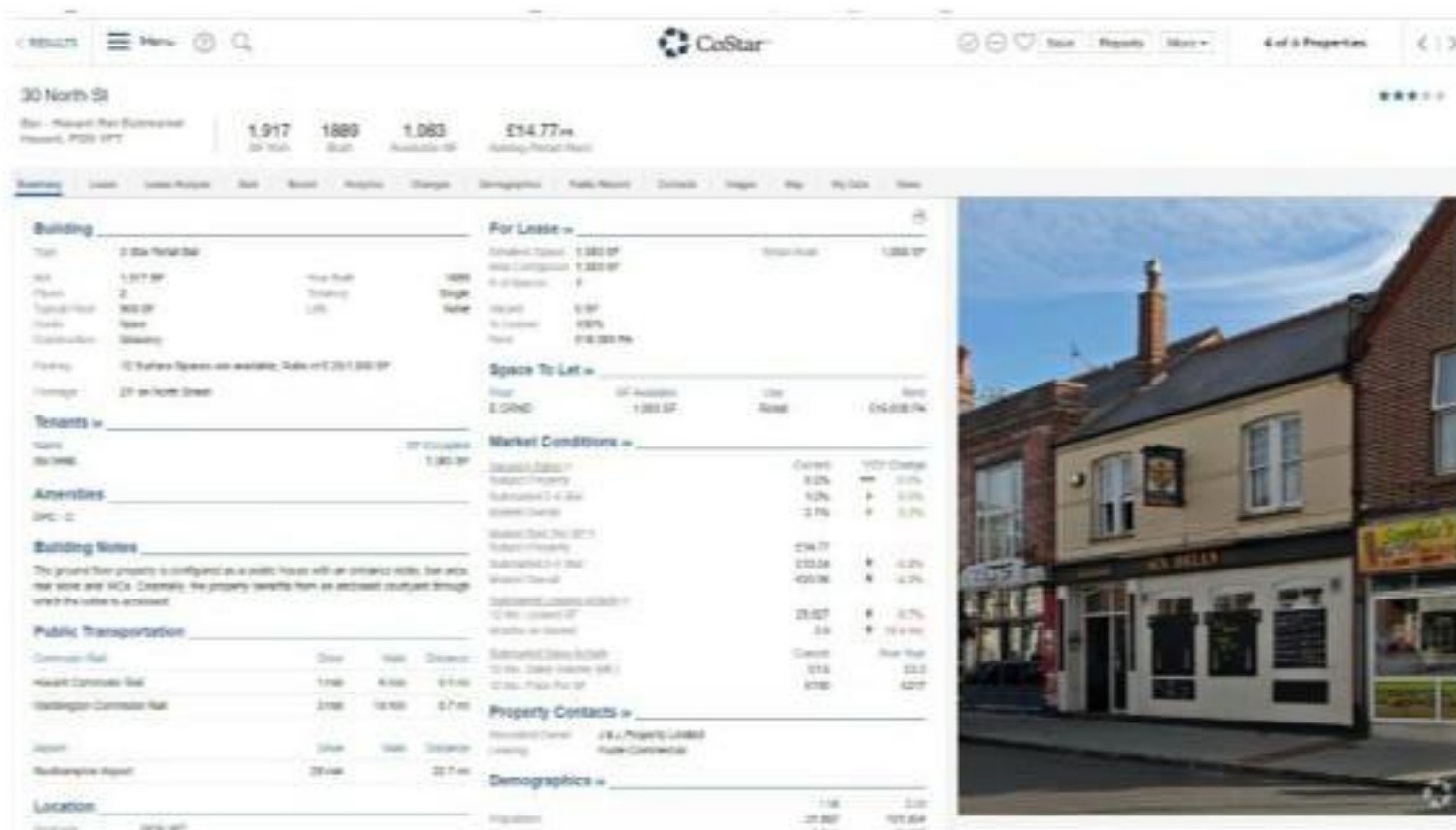
APPENDIX D

BAR GRAPHS OUTLINING WEBSITE AND BROCHURE VIEWS



APPENDIX E EXAMPLES OF ONLINE ADVERTISING

CoStar



30 North St
 Shop - Havant Port Business Park, PO9 1PT
 1,917 sq ft | 1,083 sq ft | Available 10 | £14.77/psf

Building
 Type: 2 Store Retail Bldg
 Year: 1,917 SF
 Floors: 2
 Type of Use: Retail
 Status: Active
 Construction: Existing
 Planning: 10 Business Spaces are available, Total of 20,100 SF
 Coverage: 21 on North Street

Tenants
 Name: [REDACTED]
 Size: 1,083 SF

Market Conditions
 Current: 100% Change
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%

Public Transportation
 Commuter Rail: 0.5 mi
 Havant Commuter Rail: 1.1 mi
 Southampton Commuter Rail: 2.1 mi
 Airport: 10.1 mi
 Southampton Airport: 10.1 mi

Location
 Latitude: 50.8587
 Longitude: -1.0587

For Lease
 Available: 1,083 SF
 Price: £14.77/psf
 Space To Let: 1,083 SF
 Price: £14.77/psf

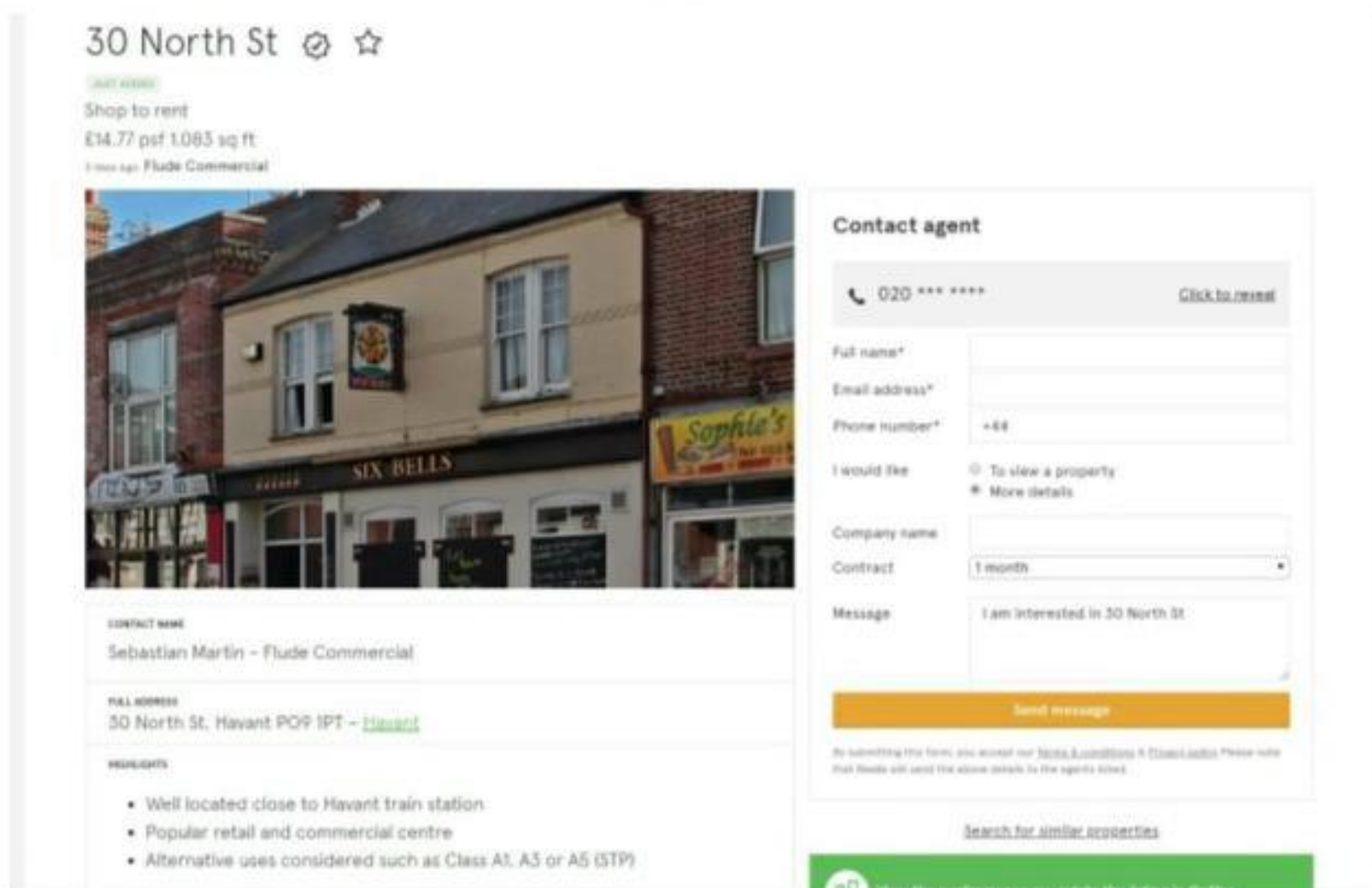
Space To Let
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf
 Price: £14.77/psf

Market Conditions
 Current: 100% Change
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%
 Submarket: 100%

Property Contacts
 Name: [REDACTED]
 Title: [REDACTED]
 Phone: [REDACTED]
 Email: [REDACTED]

Demographics
 Population: 1,100
 Median Income: £14,770
 Median Age: 35

Realla



30 North St  

Shop to rent
 £14.77 psf 1,083 sq ft
 1 hour ago Flude Commercial

Contact agent
 020 *** **** [Click to reveal](#)

Full name*
 Email address*
 Phone Number* +44
 I would like ☐ To view a property ☒ More details
 Company name
 Contract 1 month
 Message I am interested in 30 North St
[Send message](#)

By submitting this form, you accept our [Terms & Conditions](#) & [Privacy Policy](#). Please note that Realla will send the above details to the agent's email.

[Search for similar properties](#)

[View the performance or update the listing in CoStar](#)

CONTACT NAME
 Sebastian Martin - Flude Commercial

FULL ADDRESS
 30 North St, Havant PO9 1PT - [View map](#)

HIGHLIGHTS

- Well located close to Havant train station.
- Popular retail and commercial centre
- Alternative uses considered such as Class A1, A3 or A5 (STP)



Shop Property

CoStar SHOPPROPERTY Sebastian's Account Access Shopproperty Marketing

Shops To Let | Shops For Sale | Shopping Centres | Out Of Town | Retail Parks | List Your Shops | Our Services

Units in North Street, Havant

1 retail listing found in North Street, Havant sort by Highest Price shops per page 20

Amend your search

Town: Havant
Address: North Street
Region: All Regions
Postcode:
Size: Sq Ft to Sq Ft
Rent: P/A to P/A
Type: All Types

Rent: £16,000 PA
1,083 SF High Street Shop for Rent | Class: A4
20 North Street, Havant, PO9 1PS
Alternative uses considered such as Class A1, A3 or A5
Marketed by Flude Commercial incorporating Garner Wood

Full Details Save Property

Page 1 of 1

Flude Commercial Website

FLUDE COMMERCIAL
Garner Wood

Home About Us Services News Property Search Contact Us Register your Requirement

70 LET

100 Bells,
30 North Street,
Havant,
Hampshire

Retail and Leisure
2,000 Sq Ft (2,000 Sq Ft)

Back to Results

Download Brochure
Add to Favourites

in

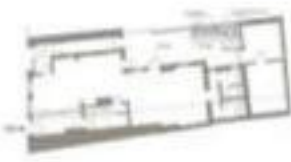
1 of 5



Rightmove Commercial



1/5



Pub

Six Bells, 30 North Street, Havant, Hampshire, PO9

Fully Licensed Public House Total GIA 100.57 sq m (1,083 sq ft)

COMMERCIAL

Marketed by Flude Commercial, Portsmouth

FLUDE 02382 200145
Local call rate

Email agent

£1,333 pcm
1,083 sq. ft.

Additional commercial listings

Estatte Gazette / Property Link

EC PropertyLink [FIND A PROPERTY](#)

Six Bells, 30 North Street, Havant, PO9 1PT

To rent: £16,000.00 Per Annum | 1083 Sq Ft | Retail - High Street, Restaurants/Cafes, Pubs/Bars/Clubs, Retail, Licensed & Leisure



Image 1 of 6



PROPERTY DETAILS

[DOWNLOAD BROCHURE](#)