

Contact Sebastian Martin
Direct Dial 01243 819000
Email s.martin@flude.com

Our Ref: SM/2817/A
19 September 2017

Mr T Clark
Park Mount Estates Limited
29 Kent Road
Southsea
Hampshire
PO5 3EH



24 Southgate
Chichester
West Sussex
PO19 1ES

T 01243 819000
F 01273 728020

Dear Tim

Marketing Undertaken – 55 High Street, Emsworth

We write with regard to the application you are due to submit in respect of the subject premises. You have asked us to consider what marketing has been undertaken and provide you with a brief report outlining this, together with our conclusions on the current market conditions for this type of property.

We have reviewed and analysed the promotional activity undertaken by Flude Commercial, which we set out below. We can demonstrate that a structured and proactive marketing approach has been followed in order to try and achieve a suitable letting of the vacant building under its current planning use.

Flude Commercial

Flude Commercial Chartered Surveyors was established in 1996 and now comprises 21 staff over two offices in Brighton and Chichester. We are an established firm with a strong and well respected presence within the regional commercial property market.

Flude Commercial provide a quality professional service and offer a full range of commercial property services, which include agency, lease advisory, management, rating, valuation, investment & development advice.

Background and Property Description

The property is located in Emsworth and is situated at the southern end of High Street at its junctions with Queen Street. The property comprises a Grade II Listed building which arranged over three floors providing a total area of 1,037 sq ft. The current planning use only permits the premises to be used as a dentists.

Directors Mark Minchell BSc MRICS Matthew Le Seelleur BA (Hons) MBA MRICS Edward Flude BSc FRICS Andrew Halfacree BSc MRICS
Associates Sebastian Martin BSc (Hons) AssocRICS
Flude Commercial (Chichester) Ltd. Registered in England No. 7797677
Registered Office: Pavilion View, 19 New Road, Brighton BN1 1UF

Offices in Brighton and Chichester

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



Prior to our involvement we understand that the previous tenant Envisage Dental begun marketing the building in October 2015. They advertised the premises to let by way of a signboard in the window which read 'Commercial Premises – To Let' and provided contact details for interested parties. Despite advertising the premises for period of almost 12 months no substantive interest was forthcoming and Park Mount Estates Limited by mutual agreement took a surrender of the lease held by Envisage Dental.

In October 2016 Park Mount Estates Limited appointed Flude Commercial to market the premises and identify a new commercial tenant.

Interest and Feedback

Since our instruction the property has continued to be marketed, but remains vacant and available.

The internal layout of the premises being arranged as a number of small spaces over multiple floors has been cited as being an issue for the various parties that inspected. The restricted planning use has also hindered marketing even though the landlord is happy to consider alternatives uses, subject to planning.

The landlord has been flexible in their approach and during the marketing campaign the quoting rent has been reduced a number of times. This did not generate any further interest. They have also been open to shorter lease terms in order to try and secure a tenant.

We have three genuine enquiries who received the details and viewed the premises, but these failed to progress for various reasons as mention above such as layout, planning and location within Emsworth.

Marketing Summary

During the marketing period, we have initiated and undertaken the following marketing activities and have summarised these under specific headings.

Letting Brochure/Agency Particulars

From the outset of the instruction to the present time, we have produced and provided potentially interested parties with our designed and professionally printed colour brochures which we have included copies of in Appendix A.

These have been regularly mailed as described below and sent out in response to specific enquiries we have received. They are held electronically and are generally emailed to prospective parties and followed up to establish their degree of interest and feedback.

Advertising

The majority of our applicant interest comes from the internet, either through our own website or through other websites we use to market property.

Information has been included on our own company website since the inception of the marketing campaign. We also subscribe to the following commercial property websites where the details have also been advertised:

- Commercial Property Database
- Perfect Information Property
- CoStar
- Zoopla
- Estates Gazette

We have enclosed copies of the adverts in Appendix B.



Mailing

This has formed a large element of our marketing campaign and usually produces the best results. We have targeted local, regional and national occupiers as well as commercial property agents within Sussex, Hampshire, the South East of England and London.

We have undertaken the following mailshots on a monthly basis:

- Business space and retail applicants registered on our database (via email)
- Commercial agents in Sussex and Hampshire (via email)
- Commercial agents who cover London and the South East (via email)

We have enclosed an example of a mail shot in Appendix C.

Telephone Canvassing

We have undertaken telephone promotion to both occupiers and agents in an attempt to generate a positive response to our advertising and mailing.

Site Boards

Since the initial marketing of this property a signboard was placed in the properties shop front which read: "Commercial Premises – To Let" and provided contact details for interested parties. We have also had a board in the window at various times. Photos of which are in Appendix D.

Marketing Feedback/Re-Appraisal of Marketing Strategy

On a frequent basis and generally on a monthly basis, we have met or discussed with our client new enquiries, on-going interest and to discuss various promotional ideas to generate new leads and maintain the market awareness.

Conclusions

In conclusion, a concerted, proactive and targeted campaign has been conducted by Flude Commercial, utilising their extensive local, regional and national network. The promotional activity employed and the marketing budget applied to the disposal has been commensurate with the scale and marketplace of the building being offered.

The freeholder has been realistic and not overly ambitious with their expectations on rental value, and indeed has been offering competitive terms and financial incentives to attract tenants.

Yours sincerely



Sebastian Martin BSc (Hons) AssocRICS

Enc

55 High Street, Emsworth PO10 7AN



FLUDE
 commercial

01243 819000
www.flude.com



TO LET

Well Presented Shop/Office

- Total Area 100.52 sq m (1,082 sq ft)

Key Features

- Centrally located in a busy town
- Substantial building available for D1, Retail or Office uses (STP)
- Ground floor 40.69 sq m (438 sq ft)
- To let on new FRI lease
- Rent £13,500 per annum exclusive
- Nearby occupiers include The Old Pharmacy and Sue Foster Interiors

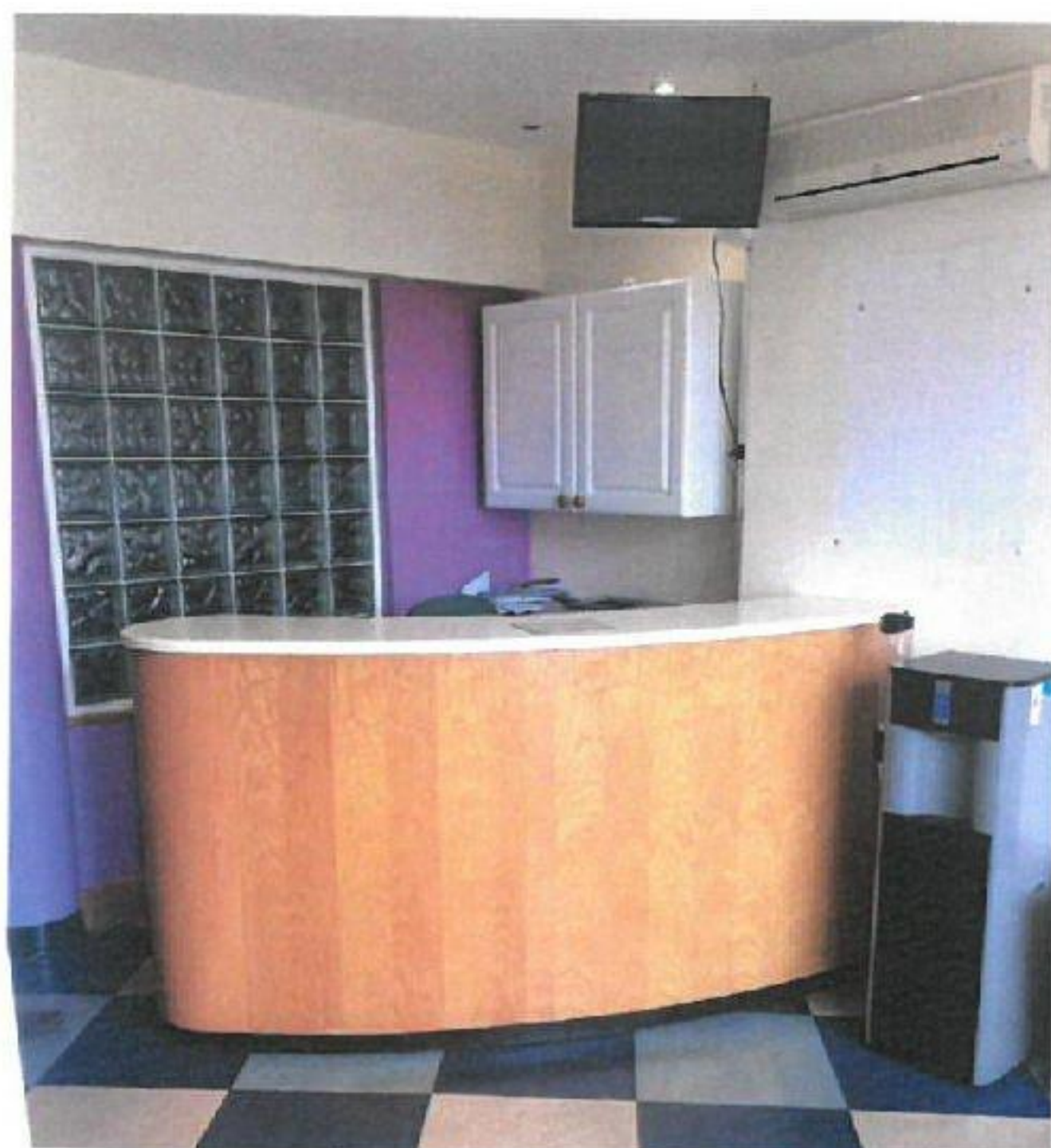
Location

Emsworth is a bustling village located on the upper reaches of Chichester Harbour and a popular destination for visitors. High Street is a busy thoroughfare located in the centre of the town where a variety of independent and national retailers are represented including Lloyds Pharmacy, Costa, The Co-Operative Food Store, NatWest and Coral.

Accommodation

The premises comprises a Grade II Listed building arranged over three floors. We have been provided the following approximate net internal floor areas:

Ground Floor	438 sq ft	40.69 sq m
First Floor	374 sq ft	34.75 sq m
Second Floor	225 sq ft	20.90 sq m
Total	1,037 sq ft	96.34 sq m



Planning

We understand that the premises benefit from a **D1 use** within the Use Classes Order 1987 (as amended). Other uses such as retail will be considered (STP).

Business Rates

Rateable Value (2010): £7,200

Rateable Value (2017): £7,300

EPC

We understand this property is listed and therefore exempt from the provision of an EPC.

VAT

Rents and prices are quoted exclusive of, but may be subject to VAT.

Terms

The property is available to let by way of a **new full repairing and insuring lease** for a term to be agreed at a commencing rent of **£13,500 per annum exclusive**.

Legal Fees

Each party to bear their own legal costs incurred

Viewings and Further Information

Please contact the sole agents Flude Commercial:

Mary Jackson
m.jackson@flude.com
01243 929140

Sebastian Martin
s.martin@flude.com
01243 929135



Flude Commercial for themselves and for the vendors or lessors of this property whose agents they are give notice that: i) these particulars are set out in good faith and are believed to be correct but their accuracy cannot be guaranteed and they do not form any part of any contract; ii) no person in the employment of Flude Commercial has any authority to make or give any representation or warranty whatsoever in relation to this property.

Please note that whilst we endeavour to confirm the prevailing approved planning use for properties we market, we can offer no guarantees in this regard. Planning information is stated to the best of our knowledge. Interested parties are advised to make their own enquiries to satisfy themselves in respect of planning issues.

We advise interested parties to make their own enquiries to the local authority to verify the above and the level of business rates payable in view of possible transitional arrangements and small business relief.

17 October 2016 AWAITING CLIENTS APPROVAL

55 High Street, Emsworth PO10 7AN



Reduced Rent



TO LET

Well Presented Shop/Office

- Total Area 100.52 sq m (1,082 sq ft)

Key Features

- Reduced Rent
- Centrally located in a busy town
- Substantial building available for D1, Retail or Office uses (STP)
- Ground floor 40.69 sq m (438 sq ft)
- To let on new FRI lease
- Rent £11,000 per annum exclusive
- Nearby occupiers include The Old Pharmacy and Sue Foster Interiors



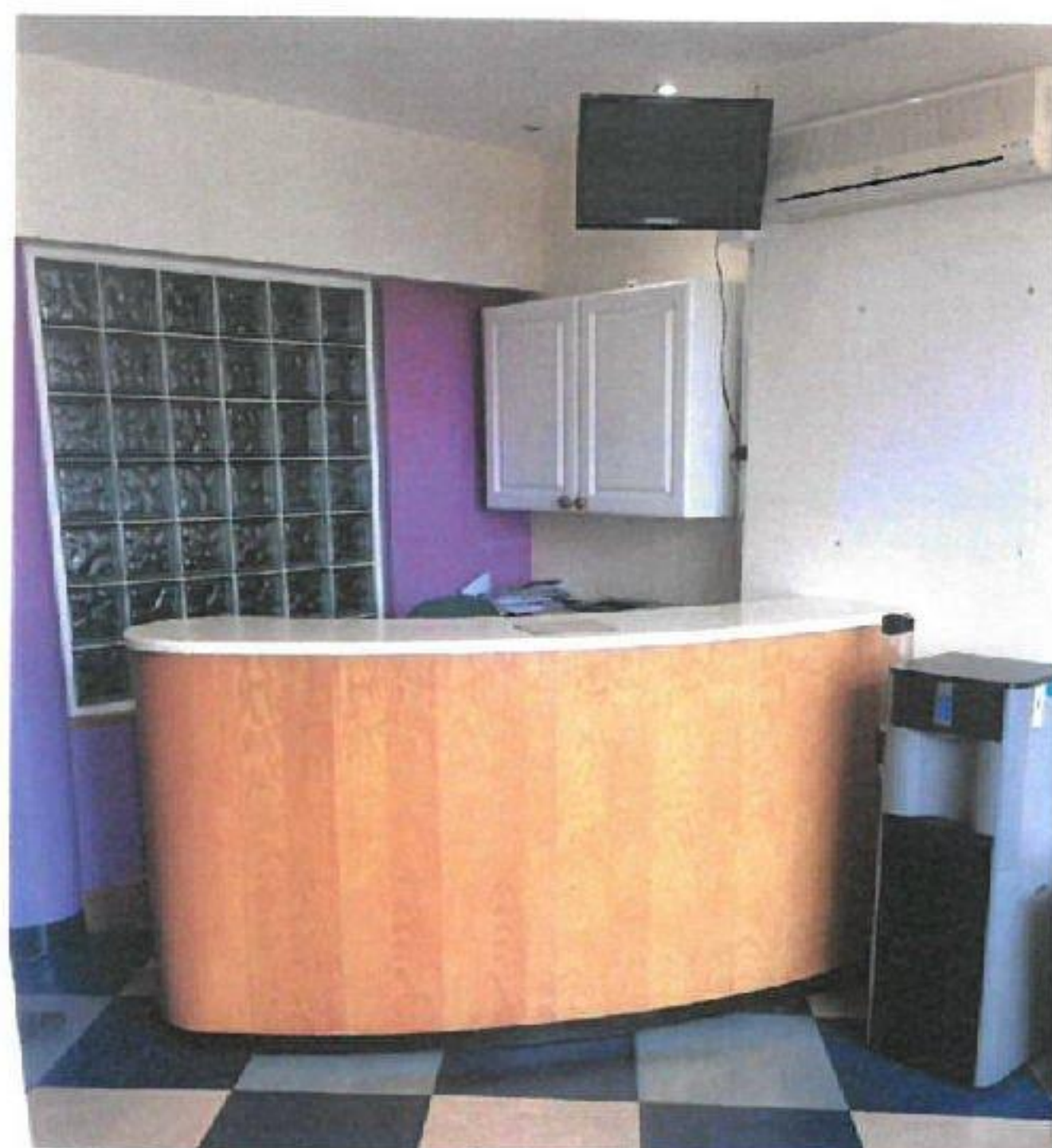
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17 October 2016 AWAITING CLIENTS APPROVAL

PROPERTY

You are viewing property: 1312402 - High Street, Emsworth, Hampshire

🔍 Search ➕ Add 📄 List

Locations Description Floors Tenure Contact Media/Files History Archive

Type:	General Property
Sectors:	Offices, Shops, Medical, Education
EPC Rating:	
Brochure URL:	
Summary:	Well Presented Shop/Office To Let in Grade II Listed Building. located on High Street. Emsworth - Total area approx. 1,082 sq ft over ground. 1st & 2nd floors - New FRI Lease for a term to be agreed - Commencing rent £13,500 pax - Currently D1 Use. other Uses considered. STPP

Map

King's Terrace
High St
West St
School Ln
Pelham Terrace
Spring Gardens
High St
Nile St
Bridgefoot Path
Tower St
Orange Row
South St
High St
Tower St
Nile St
Bridgefoot Path

Type of Property
☐ Office
☐ Industrial
☐ Hospitality
☐ Land
☐ Sports & Entertainment
☐ In a Shopping Centre

Building Status
☐ Existing
☐ Under Constr
☐ Proposed
☐ Under Renovat

CoStar Rating

Secondary Type
☐ Baseball Field
☐ Bowling Alley
☐ Car Wash
☐ Casino
☐ Cement/Gravel Plant

To Let

55 High St
Havant
Emsworth, PO10 7AN

★★★★★

For Sale

This property is not currently for sale.

Space to Let

Total Avail	1,037 SF	Smallest Space	1,037 SF
Achieved Rent	Withheld	Max Contiguous	1,037 SF
		Total Spaces Avail	1

Building

Type	3 Star Retail Storefront	Year Built	1790
NIA	1,037 SF		
Floors	3		
Frontage	12' on High Street		
Building Vacancy			100%
Havant Retail 2-4 Star Vacancy			1.2%

View Detail
Remove from Results

55 High Street, Emsworth, PO10 7AN

Retail - High Street, Healthcare, Retail, Other Property Types & Opportunities . 1082 Sq Ft

- Photos
- Location
- Street View
- Brochures



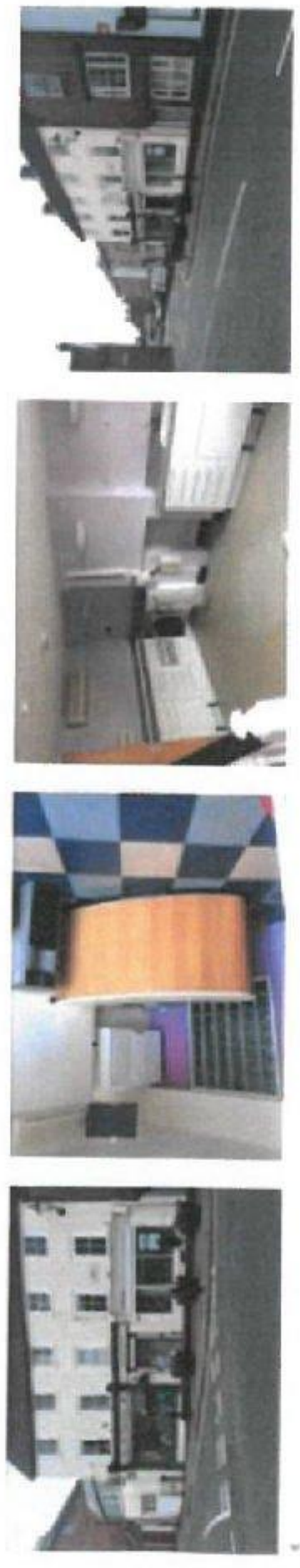
Property contact details



Sebastian Martin

Send enquiry

[View agent's properties](#)



Folder ID: 1299053 • Address: 55, HIGH STREET, EMSWORTH, PO10 7AN • Availability: AVAILABLE

Document Date: 09/12/16

Address: 55, HIGH STREET, EMSWORTH, PO10 7AN

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Extract Document Text

Landlord	
Tenant	
Agent	FLUDE COMMERCIAL
Contact	Mary Jackson
Telephone	01243 929140
E-Mail	m.jackson@flude.com

Rent £	11000.00
Rateable Value £	7200.00
Rent Review Date	
User Category	A1, D1
Tenure	NWL
Site	HSS

Area Name	SALES AREA
Area m ²	40.69
Area ft ²	438.00
Total Area m ²	96.34
Total Area ft ²	1037.00
Joint Agents	

Document Date: 28/11/16

Address: 55, HIGH STREET, EMSWORTH, PO10 7AN

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Extract Document Text

Landlord	
Tenant	
Agent	FLUDE COMMERCIAL
Contact	Sebastian Martin
Telephone	01243 929135
E-Mail	s.martin@flude.com

Rent £	12500.00
Rateable Value £	7200.00
Rent Review Date	
User Category	A1
Tenure	NWL
Site	HSS

Area Name	SALES AREA
Area m ²	40.69
Area ft ²	438.00
Total Area m ²	100.52
Total Area ft ²	1082.00
Joint Agents	

Document Date: 25/10/16

Address: 55, HIGH STREET, EMSWORTH, PO10 7AN

View Full Details

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Extract Document Text

Landlord	
Tenant	
Agent	FLUDE COMMERCIAL
Contact	Mary Jackson
Telephone	01243 929140
E-Mail	m.jackson@flude.com

Rent £	13500.00
Rateable Value £	7200.00
Rent Review Date	
User Category	A1, B1, D1
Tenure	NWL
Site	HSS

Area Name	SALES AREA
Area m ²	40.69
Area ft ²	438.00
Total Area m ²	96.34
Total Area ft ²	1037.00
Joint Agents	

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Appendix C

Sebastian Martin

From: Mary Jackson [REDACTED]
Sent: 31 August 2017 11:00
To: Mary Jackson
Subject: Flude Commercial - Property Details



To Let 55 High Street, Emsworth PO10 7AN

Well Presented Property
Total NIA 100.52 sq m (1,082 sq ft)



- [More Details - 55 High Street, Emsworth](#)
- Reduced Rent
- Centrally located in a busy town
- Substantial building available for D1, Retail or Office uses (STP)
- Ground floor 40.69 sq m (438 sq ft)
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- To let on new FRI lease
- Rent £11,000 per annum
- Nearby occupiers include The Old Pharmacy and Sue Foster Interiors

For further information please contact:

Mary Jackson BSc

Marketing & Administration

Flude Commercial

Chichester Office T: 01243 819000 (Also in Brighton)

24 Southgate, Chichester, West Sussex, PO19 1ES



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Please let us know if your requirements have changed or if you would like to be removed from our database.

Full details of each property we market are listed & may be printed off from our website which can be viewed at www.flude.com

The website is updated daily. Alternatively, please follow us on Twitter & Facebook for announcements of new property instructions.

Appendix D





HIGH STREET

enVisage Dentistry & Facial Aesthetics

FLUDE
commercial
TO LET
01243 819000
www.flude.com

T
TO

72751

ET