

9 September 2019

Tom Miles
Homes England

By email

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Dear Tom

Former Colt International Site, New Lane, Havant

I refer to our recent telephone conversation regarding the above. As requested, please see below details of our proposed marketing campaign in respect to the Employment Land, which we understand needs to be agreed with the Local Planning Authority.

We believe that the key to successful marketing is providing a comprehensive pack of information which de-risks the site, making bidding straightforward and an attractive proposition. Technical and supporting information for the commercial elements will be held in a secure Savills Data room and would include information on planning, site plans, highways/transport reports, topographical surveys, utilities and services reports and a title plan.

We propose that the site should be offered for sale by way of informal tender. We envisage interest from developers, particularly those that are local to the site and also owner occupiers. We would gear the marketing to cover the various types of potential purchaser.

In our experience, the marketing of such sites can be undertaken over a very short period of time, as the vast majority of interest comes in over the first couple of weeks of any marketing campaign for well located land.

We therefore propose that the marketing takes place over a 4-6 weeks period, with the caveat that depending on when the marketing can commence, the process may be extended by the Christmas holiday period.

In order to fully expose the property to the market we would propose the following:-

Boards

Sales boards still provide a significant source of enquiries, particularly from local companies. We recommend that boards of 8ft by 6ft should be erected on both the New Lane and Barton Road frontages.

Brochure

We would recommend a 4 page bespoke brochure to include photographs of the site, site plans and location plans together with a brief summary of the information provided in the Data room. The brochure would also include the date of the tender, assuming this is agreed prior to commencement of marketing.

Print Media Marketing

The effectiveness of advertising in traditional print media has declined rapidly over the last few years and we now undertake very little marketing of this sort. In order to ensure the exposure to potential purchasers outside the immediate area (although this will also be covered in Internet Advertising below) we would propose running a single quarter page colour advertisement in the Estates Gazette to launch the marketing campaign. Depending on timing, we would also include the property in the Commercial Property Register, however this is only published twice a year and the next edition is due out in early October.

We are of the opinion that there is no benefit in advertising the property in the local press.

Internet Advertising

The significant proportion of our enquiries come through the various websites we utilise. Properties listed on Savills website automatically upload to Rightmove Commercial and EG Propertylink. We also utilise CoStar and list properties on the Local Authority's property search site.

Mailing

As a matter of course, particulars will be circulated to all appropriate applicants on our in-house requirements register together with agents active in the area. A large proportion of commercial property enquiries are agent led and therefore we would circulate particulars through the Industrial Agents Society and the Estate Agents Clearing House. Particulars would be sent to our database of commercial developers.

Press Release

We will draft a press release for approval with regard to the availability of the site which will be circulated to a number of local, regional and national media outlets.

If a tender date is set at the outset of the marketing, marketing material will refer to that tender date and letters will be sent out with the brochure inviting tender bids and setting out the format for such bids. If the tender date is to initially be left flexible then any parties who have shown interest will subsequently be sent a letter confirming the tender date once it has been agreed. They will be sent a further copy of the brochure at the time.

Viewings of the site will be by appointment only and will be accompanied by a member of Savills staff.

I trust that the above is sufficient for your purposes and look forward to hearing from you in this regard.

Yours sincerely

A large black rectangular redaction box covering the signature of Martin Hastelow.
Martin Hastelow
Director