

Contact Mary Jackson
Direct Dial
Email

Our Ref: 3291/MJ
1 November 2019

Mr M Hobden
17 Northgate
Chichester
PO19 1BJ



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

24 Southgate
Chichester
West Sussex
PO19 1ES

Dear Mark

107 Tarrant Street, Arundel, West Sussex BN18 9DP

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 with over 30 staff.

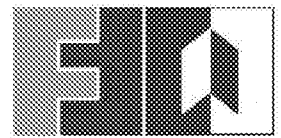
Our main areas of expertise include commercial property agency, lease advisory (rent reviews, lease renewals and lease re-gearing), business rates, property management, real estate asset valuation and general consultancy (investment and development).

2.0 Background and Instructions

The property is situated on the periphery of Arundel to the west of the town centre with good vehicular access via the A27 to Bognor Road. The subject premises forms the ground floor of a three-story end of terrace building which is currently configured as a lock-up shop. The property has a Net Internal Floor area of 29.48 sq m (317 sq ft).

Externally, there is a rear yard.

In March 2019 we were instructed by the landlord to market the premises, following the previous tenants decision to vacate. Since then we have offered the accommodation on a To Let basis with a quoting rent of £10,000 per annum.



3.0 Marketing Summary

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

Letting Brochure/Agency Particulars

From the outset of the instruction to the present time, we 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 – Marketing brochure.

Marketing Boards

We have had a prominent marketing board affixed to the building since March 2019.

Local Advertising

Generally, we experience a low response rate to local property advertising, however, the subject premises have been advertised in The Chichester Observer in April 2019.

Appendix B - copies of the adverts, for illustrative purposes.

Electronic Mailing

We undertook electronic mailing via national property mailing houses as follows:

28th March 2019 – Estate Agents Clearing House – 369 Recipients

28th March 2019 – Perfect Information Property

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, and we will set out the specific dates of each mailing below:

Local Applicants	28 th March 2019 x 80
	29 th April 2019 x 96
	30 th July 2019 x 100
	1 st October 2019 x 273
Local Commercial Agents	28 th March 2019 x 70
	1 st October 2019 x 66
Shop Agents Society	28 th March 2019 x 394
	30 th July 2019 x 376
	1 st October 2019 x 359
Office Agents Society	28 th March 2019 x 125

Appendix C - 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 – uploaded March 2019
- Perfect Information Property – uploaded April 2019
- CoStar (Focus) – uploaded March 2019
- Zoopla – uploaded March 2019
- Rightmove – uploaded March 2019
- Shop Property - uploaded March 2019
- Estate Agents Clearing House - uploaded March 2019

Appendix D - 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	Beautician/Hair Salon – 2 nd May 2019
Applicant 2	Hairdressers – 18 th July 2019
Applicant 3	Psychotherapy and Yoga – 25 th July 2019
Applicant 4	Hairdressers – 25 th September 2019

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

Feedback from applicants suggest the shop was too far beyond the traditional shopping area on Tarrant Street and that the disjointed layout did not lend itself well as a retail space.



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 that the traditional retail market is changing with more businesses offering online shopping, moving away from bricks and mortar, due to the increasing overheads incurred and commitment required for physical shop accommodation.

In spite of the proactive and targeted marketing campaign that has been undertaken by Flude Commercial, 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

Mary Jackson

Encs

APPENDIX B

EXAMPLE OF LOCAL ADVERTISING IN THE CHICHESTER OBSERVER SERIES

April 2019

www.flude.com
Offices in Brighton, Chichester and Portsmouth

FLUDE
commercial

REGENT STREET, CHICHESTER
GARNER WOOD

Office Space for Sale
Total Size 1,100 sq ft
City Centre location with great visibility
Excellent street frontage available
Price £11,000 o/a
Call Mr. J. C. Parker, Chichester

Office Space for Sale
Total Size 1,100 sq ft
Excellent street frontage with 100 sq ft of ground
Available for sale. Office with 100 sq ft of ground
Price £11,000 o/a
Call Mr. J. C. Parker, Chichester

Office Space for Sale
Total Size 700 sq ft
Central position close to The Quay
New office space available from July 2012
Price £10,000 o/a
Call Mr. J. C. Parker, Chichester

Office Space for Sale
Total Size 1,100 sq ft
City Centre location with great visibility
Excellent street frontage available
Price £11,000 o/a
Call Mr. J. C. Parker, Chichester

Office Space for Sale
Total Size 1,100 sq ft
City Centre location with great visibility
Excellent street frontage available
Price £11,000 o/a
Call Mr. J. C. Parker, Chichester

Office Space for Sale
Total Size 1,100 sq ft
City Centre location with great visibility
Excellent street frontage available
Price £11,000 o/a
Call Mr. J. C. Parker, Chichester

APPENDIX C

EXAMPLE OF TYPICAL MAILSHOT

BCC:
 Date: Tue 01/Oct/2019 03:22:04
 Subject: Property Details - Self-Contained Ground Floor Commercial Unit - Arundel - To Let



To Let

107 Tarrant Street, Arundel, West Sussex BN18 9DP

Self-contained Ground Floor Commercial Unit
 Total Area 29.48 sq m (317 sq ft)



- [More Details - 107 Tarrant Street, Arundel, West Sussex](#)
- Located in the historic town of Arundel
- Located a short distance from A27
- Suitable for Retail, Office or Workshop (stp)
- New Effectively FRI lease available
- Rent £10,000 pax
- No VAT
- Property eligible for small business rate relief

[illegible][illegible]



EACH

11: created: 7 m, status: 37 h

PO18 Arundel 107, Tarrant Street 317 sf £10,000 pa

Office, Shop

PO18 1CA 107, Tarrant Street Arundel

317 sf 0 GF: 317 Lease £10,000 pa

Flude Commercial sf incorporating Gamer Wood

The town has excellent road communications being situated on the A27 dual carriageway, which runs east to Worthing and Brighton and west to Portsmouth and Southampton, where it connects with the A3(M)...

Arundel is a busy market town synonymous with its castle and boasts 1,000 years of history

Key Features

- Located in the historic town of Arundel
- Located a short distance from A27...

28 Mar 13:43 ACE email sent to 369 Agents

28 Mar 13:43 Sent to 3 matched Requirements

Property Website

7 m 4,441 KB

Google

↑ + url

status 7 m

Perfect Information Property

Flude Commercial	DISTRIBUTION 24 Southgate Chichester West Sussex PO19 1ES United Kingdom	Distribution	Apr 9, 2019, 12:16:39 PM 8 months ago	Distribution: 107 Tarrant Street, Arundel, West Sussex BN18 9DP	£20.00
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Flude Commercial Website

TO LET



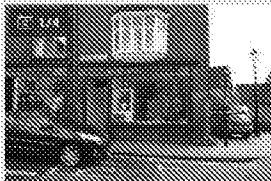
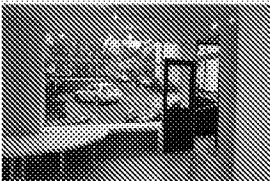
**107 Tarrant Street, Arundel, West Sussex,
BN18 9DP**

Retail and Leisure, Offices

317 Sq Ft (29.45 Sq M)

[Add to Shortlist](#) [View More](#)

Rightmove Commercial

£833 pcm
317 sq. ft.

Retail property (high street)
107 Tarrant Street, Arundel, West Sussex, BN18
Self-contained Ground Floor Commercial Unit Total Area 29.45 sq m (317 sq ft)

[View Details](#)

Marketed by Flude Commercial, Chichester

Zoopla Commercial



BN18 9DP

Flude Commercial, PO19

£10,000 pa (£31.55/sq. ft. pa)

1,317 sq. ft.

Retail premises to let.

107 Tarrant Street, Arundel, West Sussex BN18

Self-contained Ground Floor Commercial Unit Total Area 29.45 sq m (317 sq ft)

Arundel (0.9 miles) Ford (1.3 miles)



Estates Gazette Property Link




[For rent](#)
[For sale](#)
[Commercial](#)

1 commercial properties for rent in SN18 8DP



107, Tarrant Street, Reading

TO RENT	SIZE
£10,000.00 Per Month	547 Sq Ft
ADDRESS	TYPE
107 Tarrant Street, Reading, SN18 8DP	Office Units - High Street Office




Shop Property

COSSTAR
Useful Amount = | Across Shopping Property Marketing

[Shops To Let](#)
[Shops For Sale](#)
[Shopping Centres](#)
[Out Of Town](#)
[Retail Parks](#)
[13th Year Shops](#)
[Our Services](#)

Amend your search

Area:	Arundel
Address:	Parkway
Region:	All Regions v
Postcodes:	Tadworth
Type:	☒ All ☐ Retail ☐ Industrial ☐ Office ☐ Other
Rent:	£0 £100,000 p.a.

Shops in Arundel

1 result being shown in Arundel
Sort by: Highest Price v
20 shops per page: 20 v



Rent: £10,000 PA

517 SF High Street Shop for Rent 1 Class 1

100 nearest Arundel BN26 6AP

Arundel is a town located about 20miles west of Worthing and about 1100 yards of inland. The town has excellent road communications being situated on the A27 east-west bypass, each side used in Morning and Brighton are near to Portsmouth and Southampton.

Maintained by Estate Commercial

Page 1 of 1 < >

From: Anita Gardner <Anita.Gardner@arun.gov.uk>
Sent: 07 November 2019 16:28
To: Planning.Responses <Planning.Responses@arun.gov.uk>
Subject: FW: Planning Application: AB/108/19/PL : 107A Tarrant Street

Please can this be scanned and added to the application

Anita Gardner | Principal Planner, Directorate of Place, [Arun District Council](#) | Location: First Floor, Arun Civic Centre, Maltravers Road, Littlehampton, BN17 5LF

Internal: 37529 | External: +44 (0) 1903 737529 | E-mail: anita.gardner@arun.gov.uk

Visit Arun's web site at www.arun.gov.uk



Save the environment - think before you print.

From: Rod Brown [REDACTED]
Sent: 07 November 2019 11:10
To: Planning.Responses <Planning.Responses@arun.gov.uk>; Anita Gardner <Anita.Gardner@arun.gov.uk>
Subject: Planning Application: AB/108/19/PL : 107A Tarrant Street

Good Morning,

The brief Marketing Statement included with the Application referred to a detailed Report being provided, which has now been prepared, and is attached.

Please will you take this into account when considering the Application.

Yours Truly,

--

Rod Brown