BE/32/14PL

HENRY ADAMS

Marketing Report

Unit 4 Oldlands Way, Bognor Regis

ARUN DISTRICT COUNCIL BE/32/14/PL

HENRY ADAMS

This document includes a marketing report which has been prepared by Stiles Harold Williams in connection with the marketing for Unit 4 Oldlands Way.

The report details their efforts involved in marketing, including marketing boards, marketing brochure, website marketing and direct mailing.

Information is also provided in respect to the interest received (names have been omitted due to the potentially commercial sensitivity nature of their enquiries)

STILES HAROLD WILLIAMS
www.shw.co.uk

One Jubilee Street, Brighton, BN1 1GE
T: 01273 876212
M: 07860 207453
F: 01273 876299
E: dmartin@shw.co.uk

Mrs J Parker
9 Selsey Avenue
Bognor Regis
West Sussex
PO21 2 QZ

Date: 18 March 2014

Our Ref: DPM/sh

Your Ref:

Dear Mrs Parker

RE: UNIT 4 OLDLANDS WAY, BOGNOR REGIS, WEST SUSSEX

You have asked us to write to you with details of the marketing that has been undertaken in respect of the above premises, and we write therefore as follows:

1. **Marketing prior to Stiles Harold Williams's involvement.**

   Prior to our involvement in the marketing of Units 2, 3 and 4, Oldlands Way, Units 1-7 inclusive were marketed by Aston Rose on behalf of the then tenant John Wiley. We understand that this marketing commenced in February/March 2011 with John Wiley's lease of Unit 4 being set to expire in June 2012.

2. **SHW Marketing**

   We were instructed at the end of October 2011 to inspect Units 2, 3 and 4 Oldlands Way and report to the landlord regarding the marketing of the units, assuming vacant possession as at June/July 2012.

   Our initial marketing of the premises therefore commenced in November 2011, and included the erection of marketing boards at the unit, together with the placing of the marketing details on our own website together with other marketing websites.

   More specially, we organised the following:

   A. Marketing Boards

      The erection of a 6 x 8 V board on the Shripney Road (A29 frontage), advertising the availability of the units together with their square footage (see attachment 1).

      We also arranged for the erection of 6 x 4 flatboard, on the Oldlands Way frontage on top of the John Wiley signboard to the front of Unit 3, advertising all three units (see attachment 2).

   B. Marketing Brochure

      A marketing brochure for Units 2, 3 & 4 Oldlands Way was produced in May 2012 (see attachment 3).

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C. Website Marketing

In addition to the Stiles Harold Williams website, the details were also placed on the Estate Agents Clearing House website, EG Property website, CPD website and CoStar(Focus) website (see attachment 4).

D. Direct Mailing

We also mailed details of the premises electronically to companies in Bognor and the surrounding areas, particularly companies with larger space requirements or who occupied a significant amount of floor space within the Bognor area.

Details were also emailed to various trade operators known to have specific requirements in the Bognor area as well as to a number of self storage operators.

During the initial period of marketing, terms were discussed with a couple of parties regarding Units 2 and 3 Oldlands Way, which subsequently resulted in the letting of Units 2 and 3 Oldlands Way in August 2012 to F&G Transport.

3. Revised Marketing

Following the letting of Units 2 and 3 Oldlands Way the marketing brochure was updated to concentrate on Unit 4 (see attachment 5), with the marketing boards for this unit also being updated (see attachments 6 and 7).

4. Post-Refurbishment Marketing

In December 2012 the landlords went out to tender on the refurbishment of Unit 4, to include the replacement of the roof as well as general repairs and the redecoration of the building.

Immediately following the refurbishment, which was completed in May 2013, the following additional marketing was undertaken:

A. Brochure and Direct Mailing Campaign

A revised brochure was produced and sent by post to 1,780 companies within a 15 mile radius of Bognor Regis, within an accompanying sheet (see attachments 8 and 9).

B. Newspaper Advertisement and Editorial

The property was advertised in the Bognor Observer on 26th September 2013 (see attachment 10), and an editorial appeared in the same edition of the newspaper, directly above the advertisement (see attachment 11).

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C. Revised Marketing

New marketing boards were erected on the A29 and Oldlands Way frontages in July 2013 (see attachment 12).

D. Additional Marketing Banner

In September 2013 an additional banner was placed on the front and rear of the premises offering a rent free period based on a ten year lease, subject to the financial strength of the occupying company (see attachment 13).

5. Quoting Terms

During the period of our marketing, the unit has been offered on the basis of a ten year lease, with a rent review at the fifth year, based on a quoting rental of £6.50 per sq ft, subject to contract.

6. Viewings

During the period of the marketing, there have been 11 viewings of the unit. These comprised 2 automotive based companies, 6 manufacturing or industrial businesses, 2 logistics operators and one other leisure use.

The reason given by these parties for not proceeding were in the case of 2 of them that the unit was either too small or too large; in the case of 5 of the businesses they decided not to relocate; in the case of 2 they either wanted just a short term lease or to purchase the freehold, neither of which was available, and in the final case the rental was too high.

We trust that this provides you with the information you require, but if you have any queries in relation to any of the above then please do not hesitate to contact me.

Yours sincerely

[redacted]

D P de C MARTIN BSc FRICS
PARTNER
for and on behalf of
Stiles Harold Williams Partnership LLP

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 1: Marketing Board – November 2011

ARUN DISTRICT COUNCIL BE/32/14/PL

New 6 x 8 ft Photo Marketing V-Board on steel posts



To be Refurbished



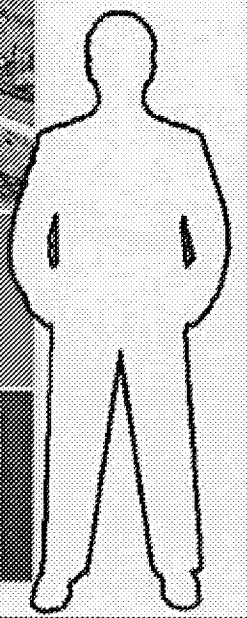
Potential Trade Counter UNITS TO LET

From 10,500 sq ft to 39,432 sq ft

01273 876212

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www.shw.co.uk

Attachment 2: Marketing Board – November 2011

ARUN DISTRICT COUNCIL BE/32/14/PL

three axle

Elevated Car park Sign on Timber Posts
Approx 6 x 4 ft



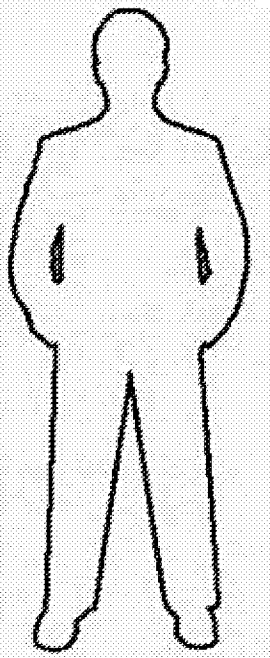
Following Refurbishment

Units 2,3 & 4 TO LET

From 10,500 sq ft to 39,432 sq ft

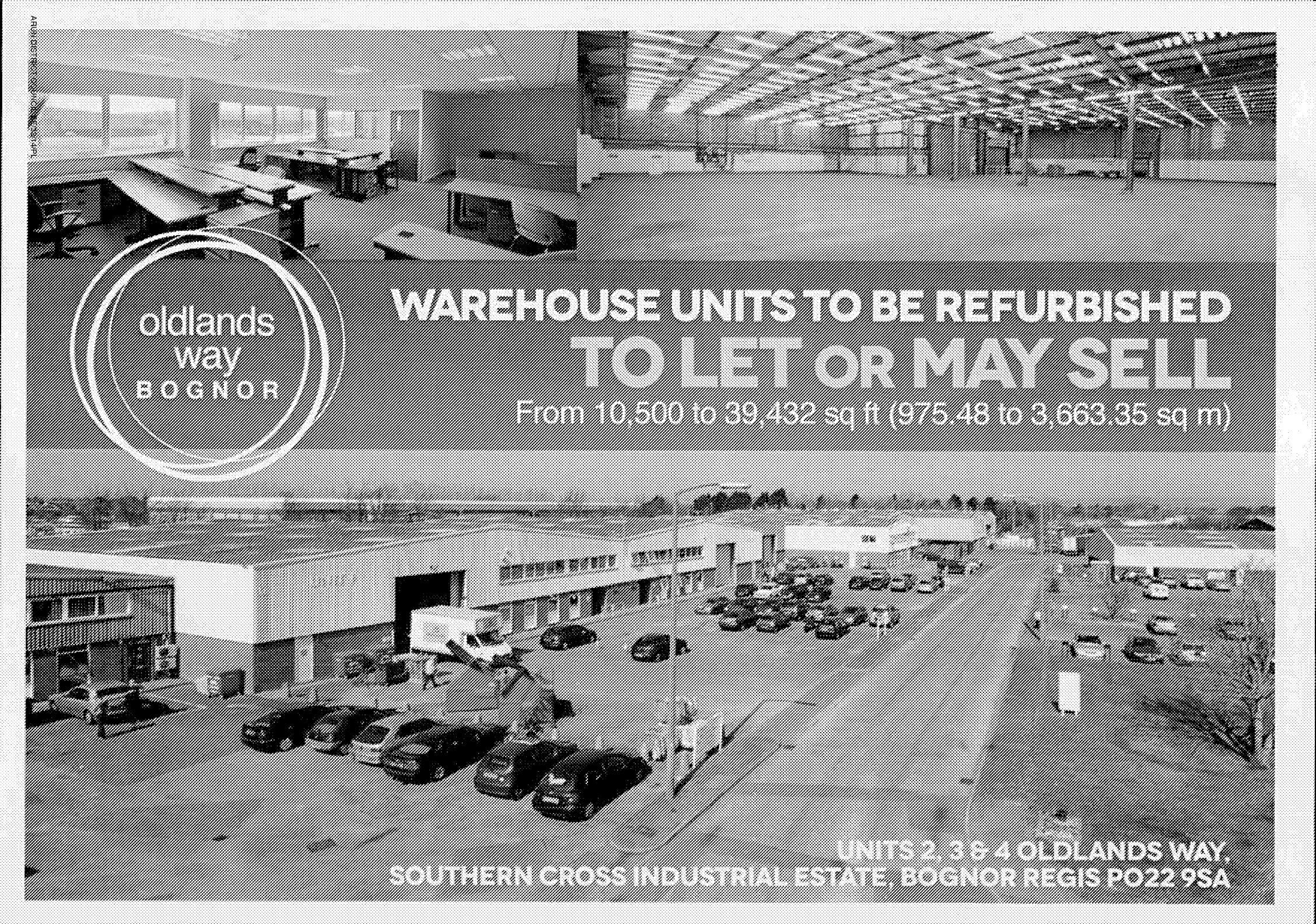
Potential Trade Counter

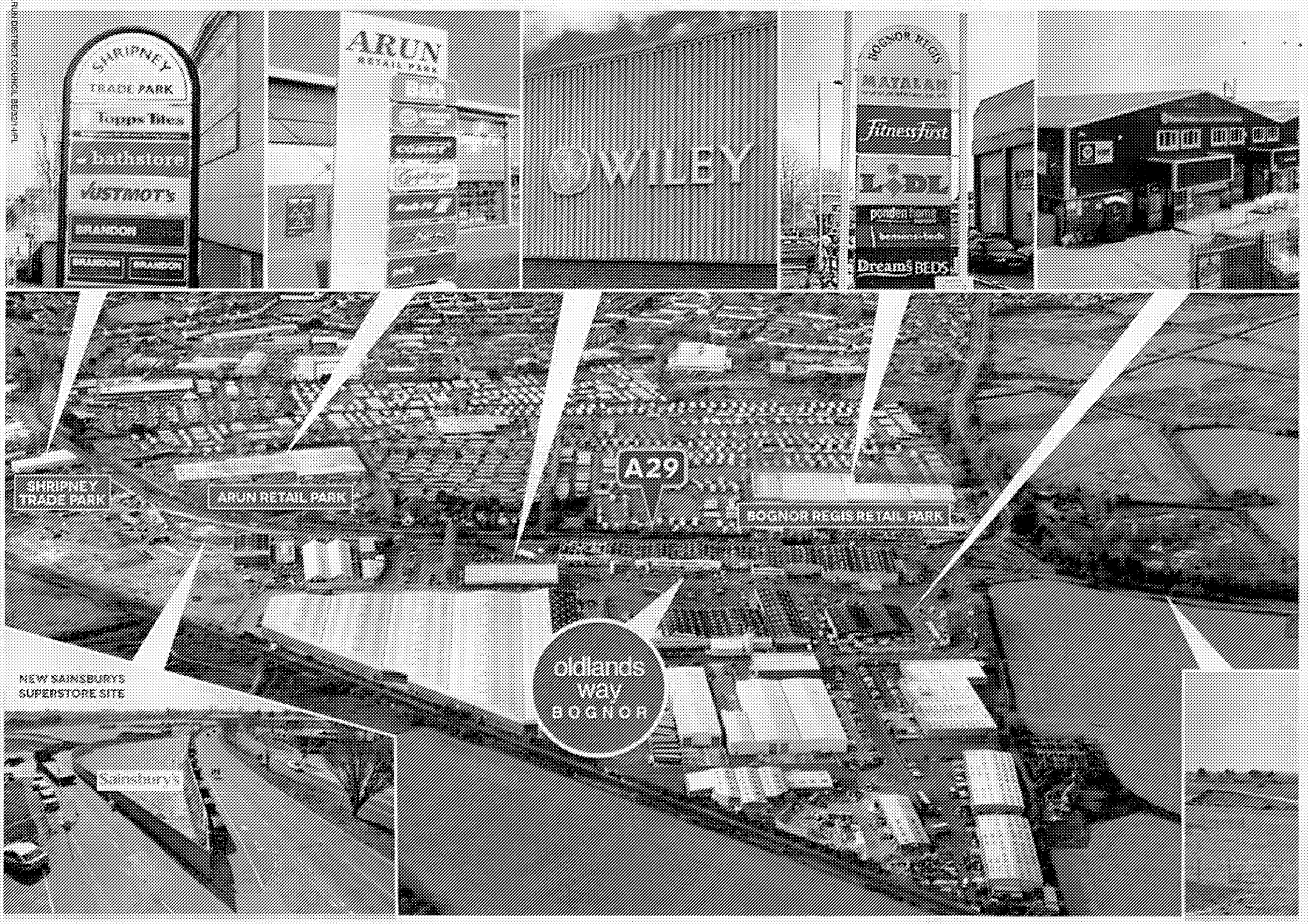
01273 876212 STILES HAROLD WILLIAMS



STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 3: Original Marketing Brochure – May 2012


oldlands
way
BOGNOR
WAREHOUSE UNITS TO BE REFURBISHED
TO LET OR MAY SELL
From 10,500 to 39,432 sq ft (975.48 to 3,663.35 sq m)
UNITS 2, 3 & 4 OLDLANDS WAY,
SOUTHERN CROSS INDUSTRIAL ESTATE, BOGNOR REGIS PO22 9SA


SHRIPNEY
TRADE PARK
Tapps Tiles
bathstore
MOTHERCARE
BRANDON
ARUN
RETAIL PARK
WILEY
Fitness first
LIDL
Dreams BEDS
SHRIPNEY TRADE PARK
ARUN RETAIL PARK
A29
BOGNOR REGIS RETAIL PARK
NEW SAINSBURYS SUPERSTORE SITE
Sainsbury's
oldlands way
BOGNOR

LOCATION

The units are located on the established Southern Cross Industrial Estate on the north side of Bognor Regis, adjacent to the A29 London/Bognor Road. The estate is approximately 6 miles to the south of the A27 South Coast Trunk Road which provides access to Chichester and Portsmouth to the west and Worthing and Brighton to the east. The units are situated midway along Oldlands Way on its western side. Other occupiers on the estate include Travis Perkins, Build Center, JCC Lighting Products and John Wiley.

The Southern Cross Industrial Estate is situated at the northern gateway into Bognor Regis with the majority of the town's retail and trade parks being located either side of the A29 both opposite and to the south of the estate. Directly opposite is the Bognor Regis Retail Park where occupiers include Matalan, Fitness First, Lidl & Halfords, whilst a new 65,000 sq ft Sainsbury's Superstore is under construction approximately ½ mile to the south.

In addition works have commenced on the new Bognor Regis northern relief road which will help to generate new development immediately to the north of the estate, as well as providing improved road access.

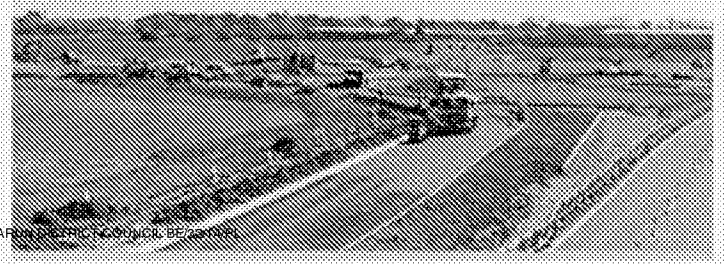
DESCRIPTION

The property comprises three individual units, currently interlinking at ground floor level, which are available individually or in combination. The units are of steel frame construction with brick and profiled sheet cladding under an asbestos covered roof with translucent rooflights. The eaves height is 5.8m.

Each of the units has its own loading door and ground and first floor office section and there is a self-contained parking area to the front of each of the units.

The units are to be refurbished. Details of the refurbishment works on request.

CONSTRUCTION OF THE NEW BOGNOR REGIS NORTHERN RELIEF ROAD



ACCOMMODATION

The accommodation is currently arranged as follows:

UNIT 2	sq ft	sq m
Ground Floor Warehouse	14,556	1,351.91
Offices/Mezz	1,407	130.69
First Floor – Offices/Mezz	1,408	130.80
Total GIA	17,371	1,613.40

UNIT 3	sq ft	sq m
Ground Floor Warehouse	9,374	870.84
Offices/Mezz	1,038	96.41
First Floor – Offices	1,045	97.08
Total GIA	11,457	1,064.33

UNIT 4	sq ft	sq m
Ground Floor Warehouse	8,463	786.26
Offices	989	91.78
First Floor – Offices	1,050	97.52
Total GIA	10,502	975.56

Total GIA	39,330	3,653.29

TERMS

Available on new full repairing and insuring leases for terms to be agreed.

RENT

Rent for individual units available on application.

BUSINESS RATES

To be reassessed.

VAT

VAT will be chargeable on the terms quoted.

THE ENERGY PERFORMANCE RATINGS

UNIT 2

Energy Performance Certificate (Ref): 0750-0332-5689-0804-0002

Energy Performance Asset Rating

Technical Information

Main heating fuel: Natural Gas

Building environment: Heating and Natural Ventilation

Total useful floor area (m2): 1556

Building complexity (NOS level): 3

Building emission rate (kgCO2/m2): 65.11

Benchmarks

23 If newly built

97 If typical of the existing stock

A 25
B 50
C 75
D 97
E 100
F 125
G 150

Less energy efficient

UNIT 3

Energy Performance Certificate (Ref): 9412-3034-0923-0800-7705

Energy Performance Asset Rating

Technical Information

Main heating fuel: Natural Gas

Building environment: Heating and Natural Ventilation

Total useful floor area (m2): 1518

Building complexity (NOS level): 3

Building emission rate (kgCO2/m2): 67.21

Benchmarks

21 If newly built

53 If typical of the existing stock

A 25
B 50
C 75
D 100
E 125
F 150
G 175

Less energy efficient

UNIT 4

Energy Performance Certificate (Ref): 0040-8868-0302-8750-7080

Energy Performance Asset Rating

Technical Information

Main heating fuel: Natural Gas

Building environment: Heating and Natural Ventilation

Total useful floor area (m2): 1301

Building complexity (NOS level): 3

Building emission rate (kgCO2/m2): 61.83

Benchmarks

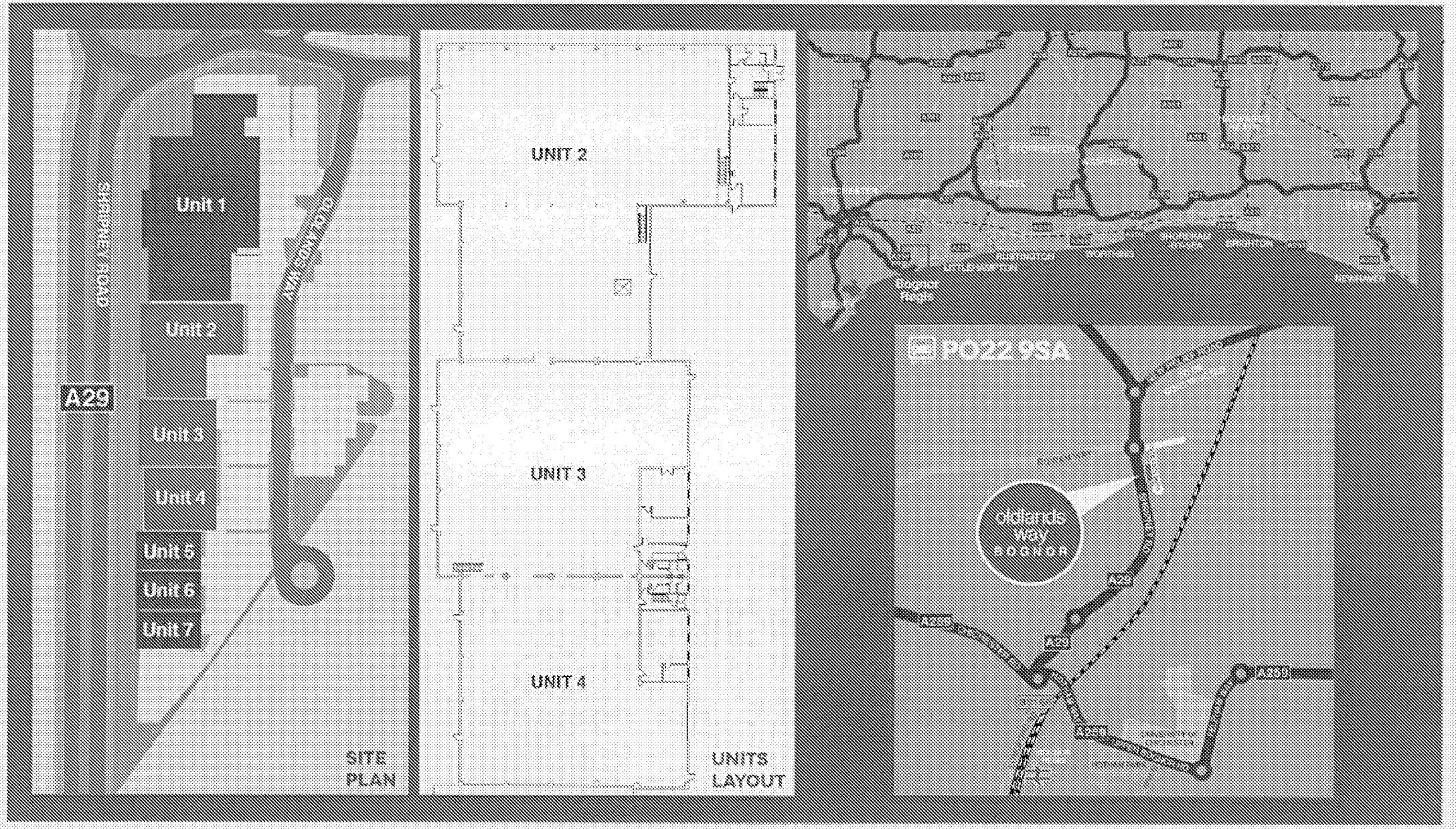
21 If newly built

55 If typical of the existing stock

A 25
B 50
C 75
D 100
E 125
F 150
G 175

Less energy efficient

ARRAN GEORGE (LONDON) LIMITED



VIEWINGS

EDWARD MILEHAM
0207 233 5255
emileham@lcpproperties.co.uk

LONDON & CAMBRIDGE PROPERTIES

DAVID MARTIN
01273 876200
dmartin@shw.co.uk

DUNCAN MARSH
01903 229200
dmarsh@shw.co.uk

STILES HAROLD WILLIAMS
www.shw.co.uk

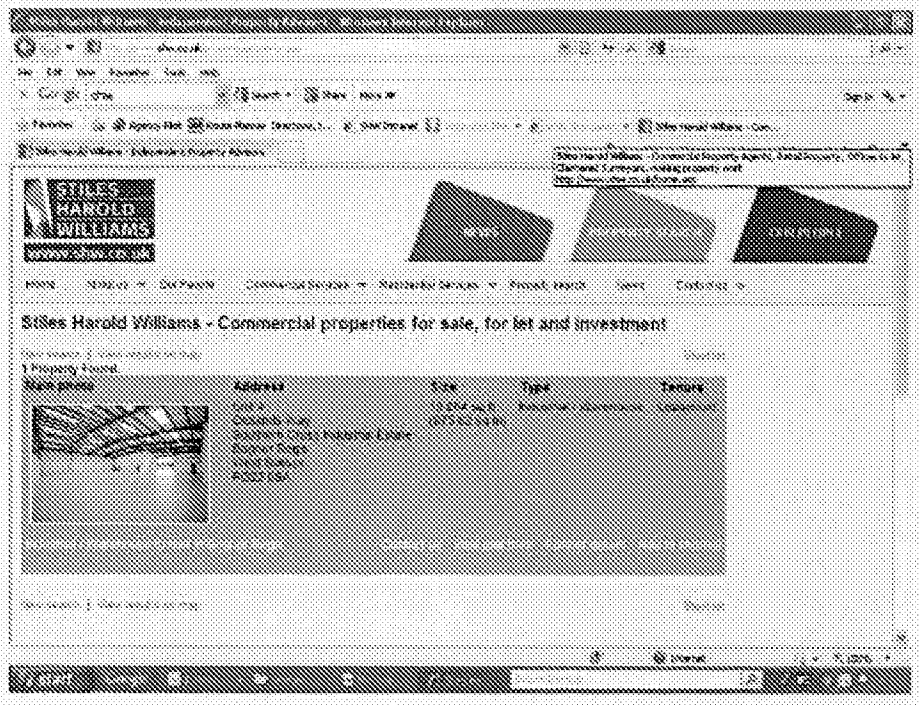
Stiles Harold Williams on themselves and for the vendors or lessors of this property whose agents they are, give notice that: (i) the particulars are not to be relied on as statements of fact and do not constitute part of an offer or contract; (ii) all descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are given in good faith and are believed to be correct but any intending purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them; (iii) no person in the employment of Stiles Harold Williams has any authority to make or give any representation or warranty whatever in relation to this property. May 2014

ARUN DISTRICT COUNCIL BE/32/14/PL

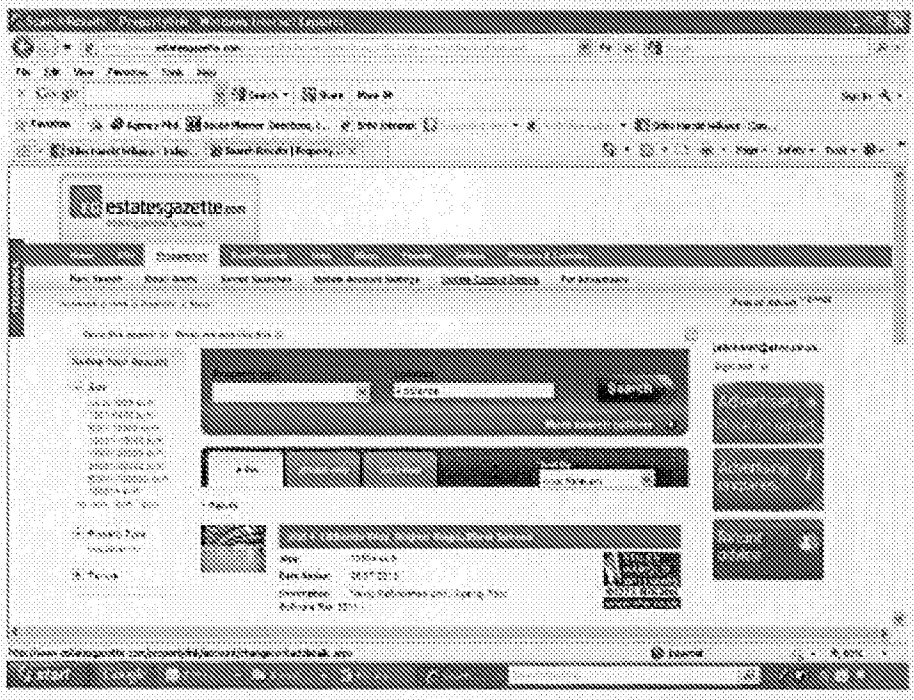
STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 4: Website Advertising

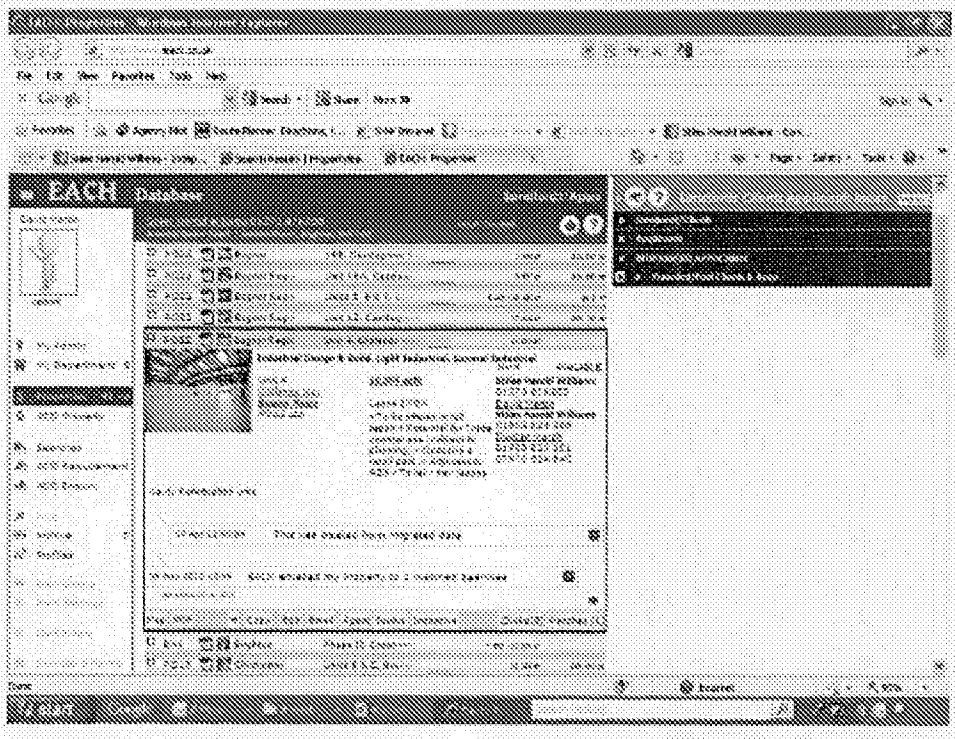
UNIT 4 OLDLANDS WAY, BOGNOR REGIS, WEST SUSSEX – WEBSITE ADVERTISING



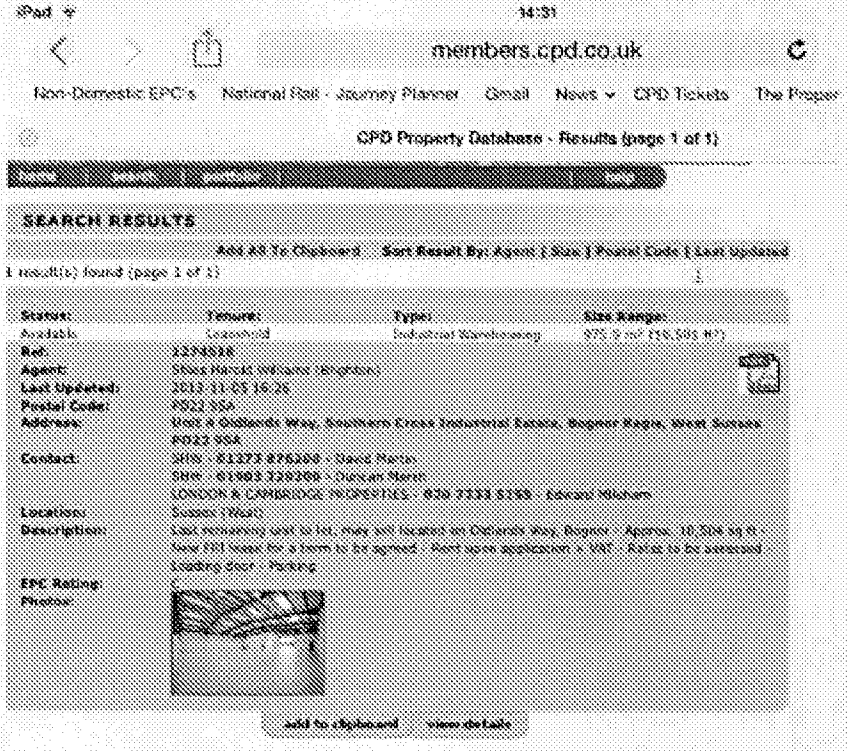
STILES HAROLD WILLIAMS



EG PROPERTY LINK

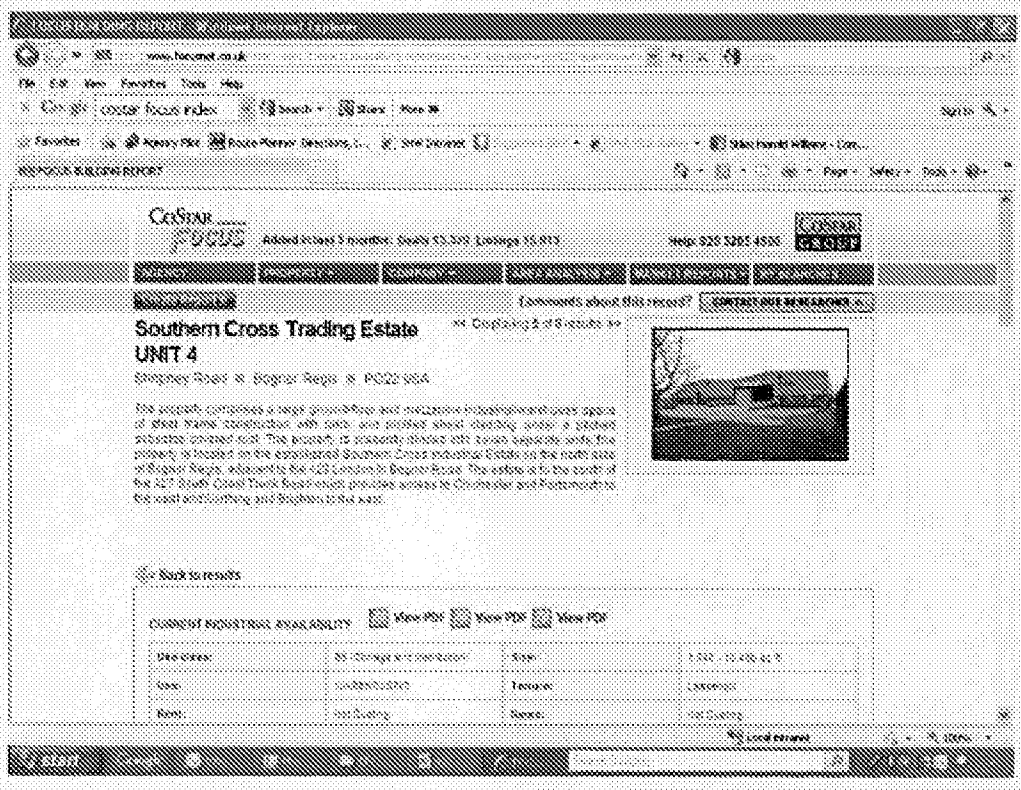


ESTATE AGENTS CLEARING HOUSE



COMMERCIAL PROPERTY DATABASE

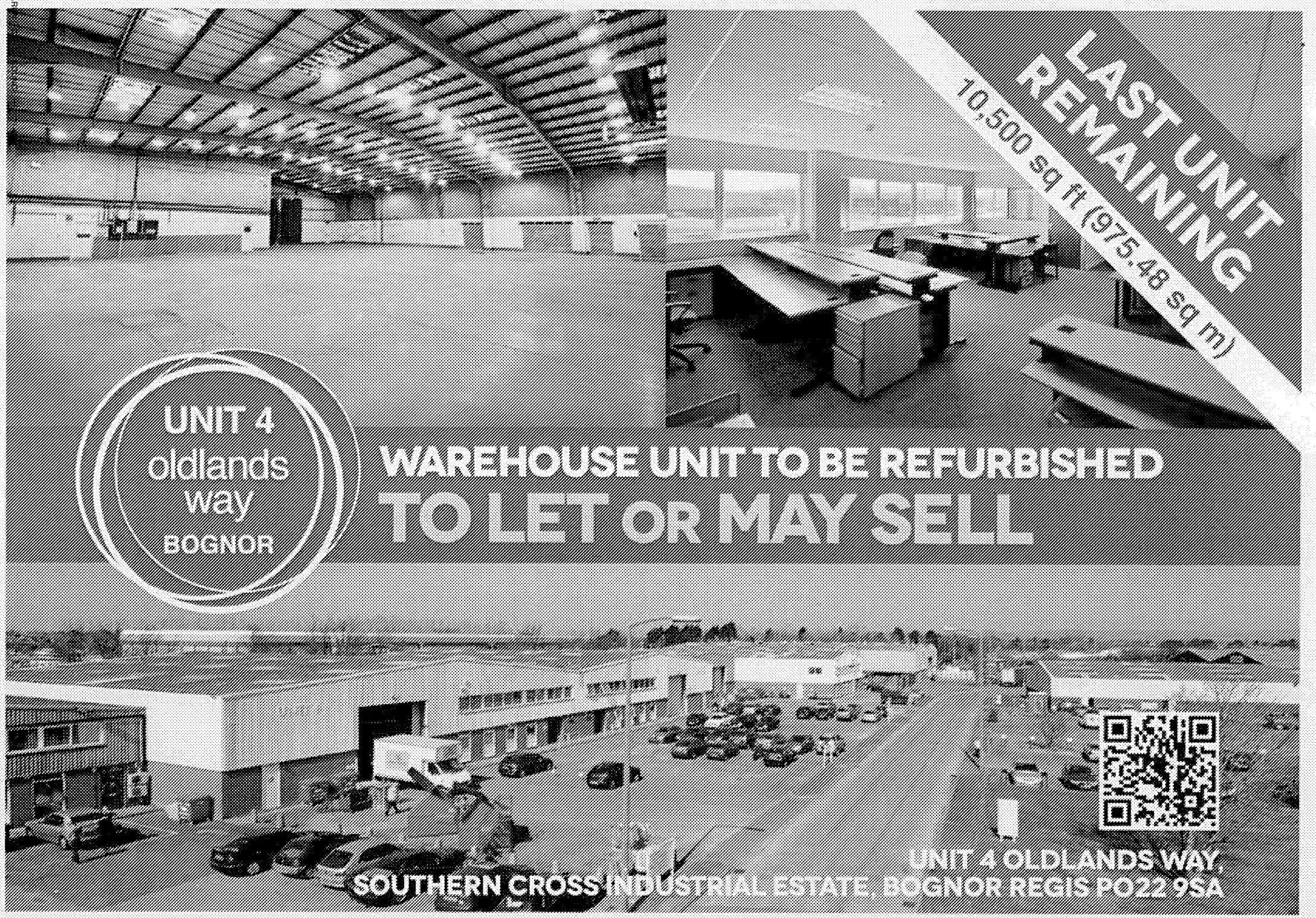
ARUN DISTRICT COUNCIL BE/32/14/PL



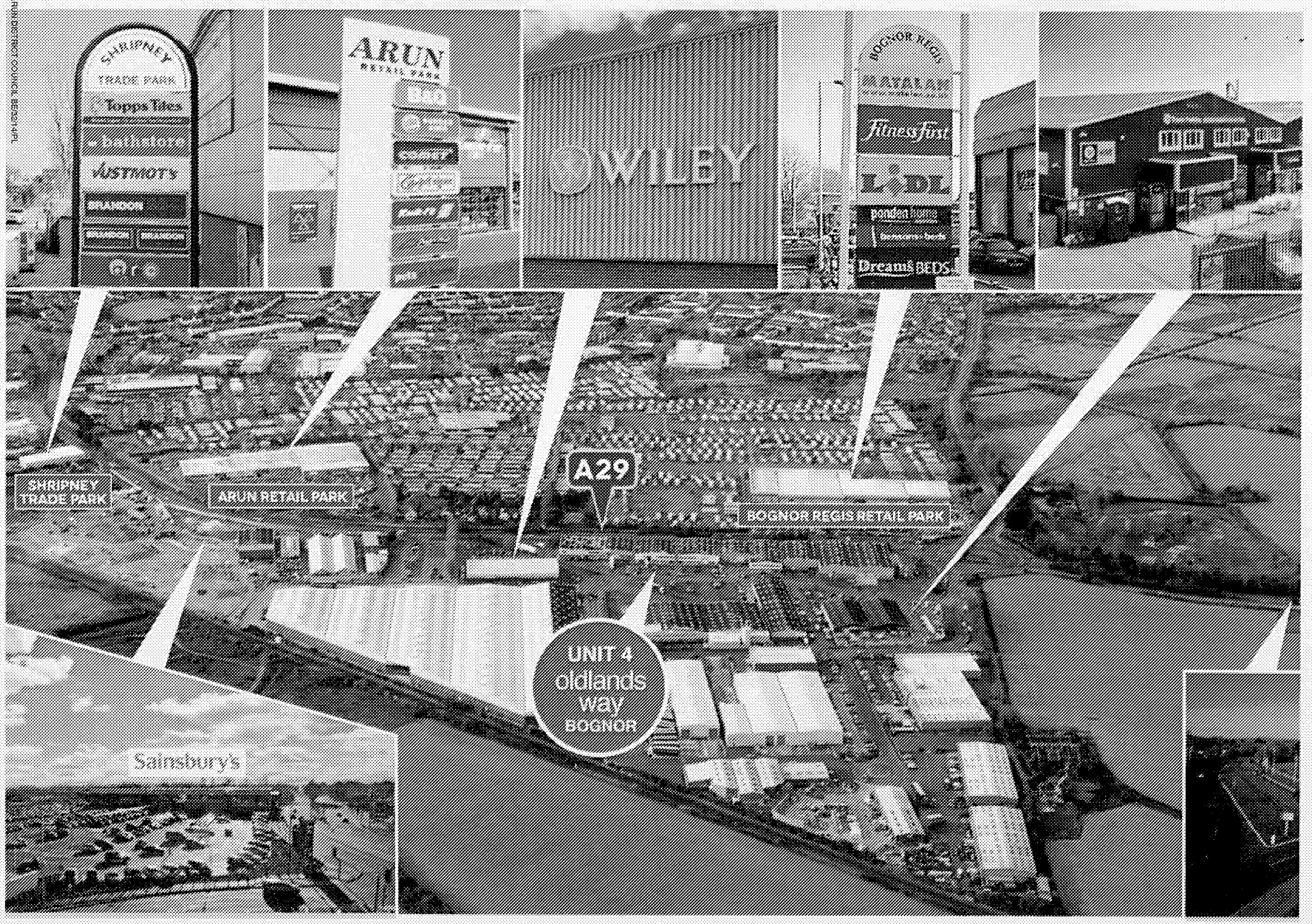
COSTAR / FOCUS

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 5: Brochure Pre-refurbishement – December 2012


LAST UNIT REMAINING
10,500 sq ft (975.48 sq m)
UNIT 4
oldlands
Way
BOGNOR
WAREHOUSE UNIT TO BE REFURBISHED
TO LET OR MAY SELL
SOUTHERN CROSS INDUSTRIAL ESTATE, BOGNOR REGIS PO22 9SA
UNIT 4 OLDLANDS WAY,

ARUN DISTRICT COUNCIL BE/3214/PL



LOCATION

The unit is located on the established Southern Cross Industrial Estate on the north side of Bognor Regis, adjacent to the A29 London/Bognor Road. The estate is approximately 6 miles to the south of the A27 South Coast Trunk Road which provides access to Chichester and Portsmouth to the west and Worthing and Brighton to the east. The units are situated midway along Oldlands Way on its western side. Other occupiers on the estate include Travis Perkins, Jewson, JCC Lighting Products and John Wiley.

The Southern Cross Industrial Estate is situated at the northern gateway into Bognor Regis with the majority of the town's retail and trade parks being located either side of the A29 both opposite and to the south of the estate. Directly opposite is the Bognor Regis Retail Park where occupiers include Matalan, Fitness First, Lidl & Halfords, whilst a new 65,000 sq ft Sainsbury's Superstore is shortly due to be completed, approximately ½ mile to the south.

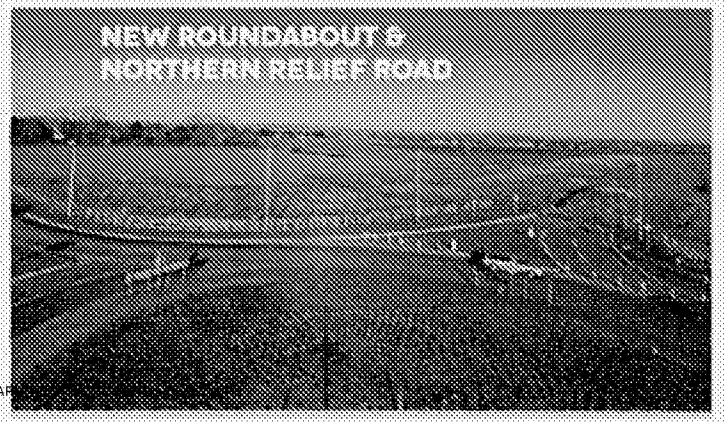
In addition works have commenced on the new Bognor Regis northern relief road which will help to generate new development immediately to the north of the estate, as well as providing improved road access.

DESCRIPTION

The unit forms part of a terrace of three similar industrial / warehouse units. The unit is of steel frame construction with brick and profiled sheet cladding under an asbestos covered roof with translucent rooflights. The eaves height is 5.8m.

The unit has its own loading door and ground and first floor office section and there is a self-contained parking area to the front of the unit.

The unit is to be refurbished. Details of the refurbishment works on request.



ACCOMMODATION

The accommodation is currently arranged as follows:

UNIT 2	sq ft	sq m
Ground Floor Warehouse	LET	
	1,408	130.80
Total GIA	1,408	130.80

UNIT 3	sq ft	sq m
Ground Floor Warehouse	LET	
	1,045	97.08
Total GIA	1,045	97.08

UNIT 4	sq ft	sq m
Ground Floor Warehouse	6,462	766.25
Offices	398	81.78
First Floor – Offices	1,053	97.82
Total GIA	8,913	975.85

TERMS

Available on new full repairing and insuring leases for a term to be agreed.

RENT

Rent on application.

BUSINESS RATES

To be reassessed.

VAT

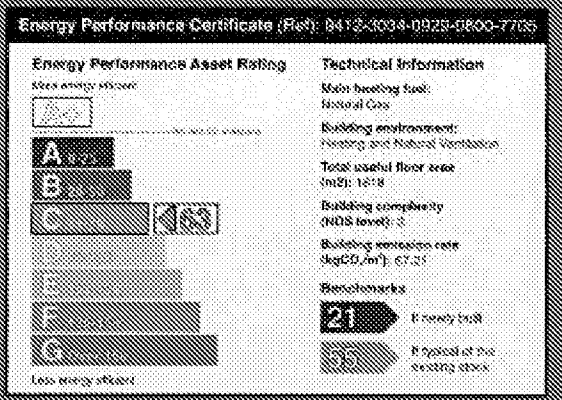
VAT will be chargeable on the terms quoted.

THE ENERGY PERFORMANCE RATINGS

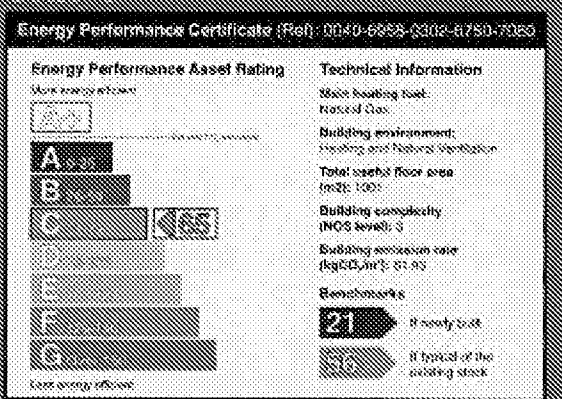
UNIT 2

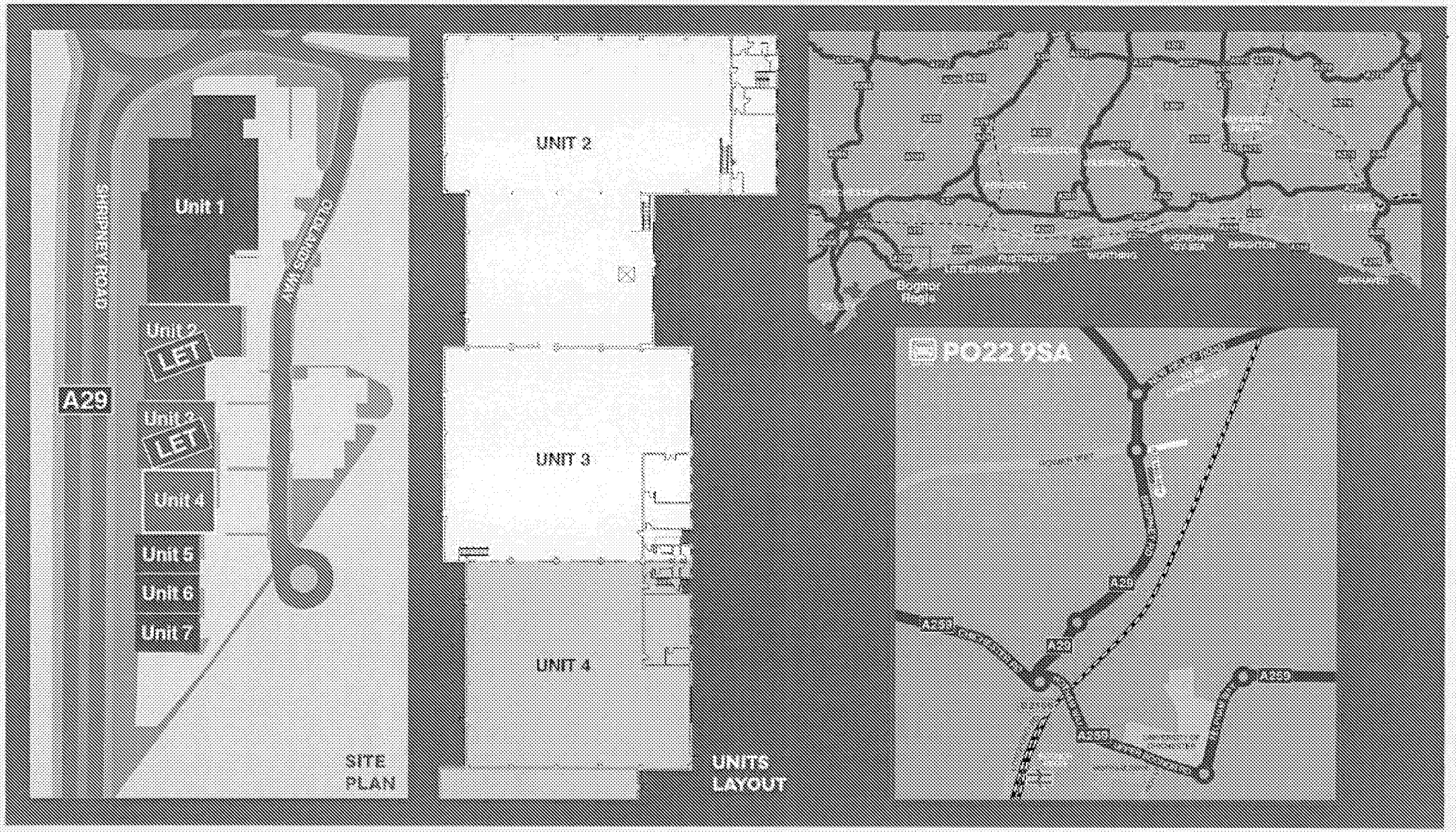


UNIT 3



UNIT 4





VIEWINGS

EDWARD MILEHAM
0207 233 5255
emileham@lcpproperties.co.uk

LONDON & CAMBRIDGE
PROPERTIES

DAVID MARTIN
01273 876200
dmartin@shw.co.uk

DUNCAN MARSH
01903 229200
dmarsh@shw.co.uk

STILES HAROLD WILLIAMS
www.shw.co.uk

These particulars are for guidance only and do not constitute any part of an offer or contract. All descriptions, dimensions, references to condition and necessary permissions for use and occupation, and any other details are given without responsibility and any intending purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them. No person in the employment of Stiles Harold Williams has any authority to make or give any representation or warranty whatever in relation to this property. December 2013.

ARUN DISTRICT COUNCIL BE/32/14/PL

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 6: Marketing Board Pre-refurbishment - September 2012

LAST REMAINING UNIT
To be refurbished - Unit 4



Warehouse with potential for trade counter use, subject to planning

TO LET 10,500 sq ft (975.86 sq m)

01903 229200
01273 876200

STILES HAROLD WILLIAMS
www.shw.co.uk

ARUN DISTRICT COUNCIL BE/32/14/PL

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 7: Marketing Board – Pre-refurbishment – September 2012

ARUN DISTRICT COUNCIL 8E/32/14/P

LAST REMAINING UNIT

To be Refurbished

UNIT 4 – 10,504 sq ft (975.86 sq m)

TO LET

01273 876200

01903 229200

STILES HAROLD WILLIAMS

www.shw.co.uk

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 8: Mailshot Flyer (1,780 companies) – August 2013

Subject to Contract

Unit 4 Oldlands Way, Southern Cross Industrial Estate, Bognor

Please find enclosed our marketing brochure for the above.

We would like to draw your attention to the following:

- The unit has just been extensively refurbished including a new roof
- The Estate and unit are adjacent to the A29 Bognor/London road
- The Estate is opposite Bognor Regis Retail Park
- There is a new Sainsburys Superstore ½ mile to the south
- Other occupiers in the vicinity include Travis Perkins, Jewsons and John Wiley
- The unit is available to let on a new lease on terms to be agreed
- A rent free period is offered in year 1 subject to the length of lease and the covenant strength of the tenant

For an appointment to view please contact:

LONDON & CAMBRIDGE PROPERTIES

EDWARD MILEHAM

0207 233 5255
emileham@lcpproperties.co.uk

STILES HAROLD WILLIAMS

DAVID MARTIN

01273 876200
dmartin@shw.co.uk

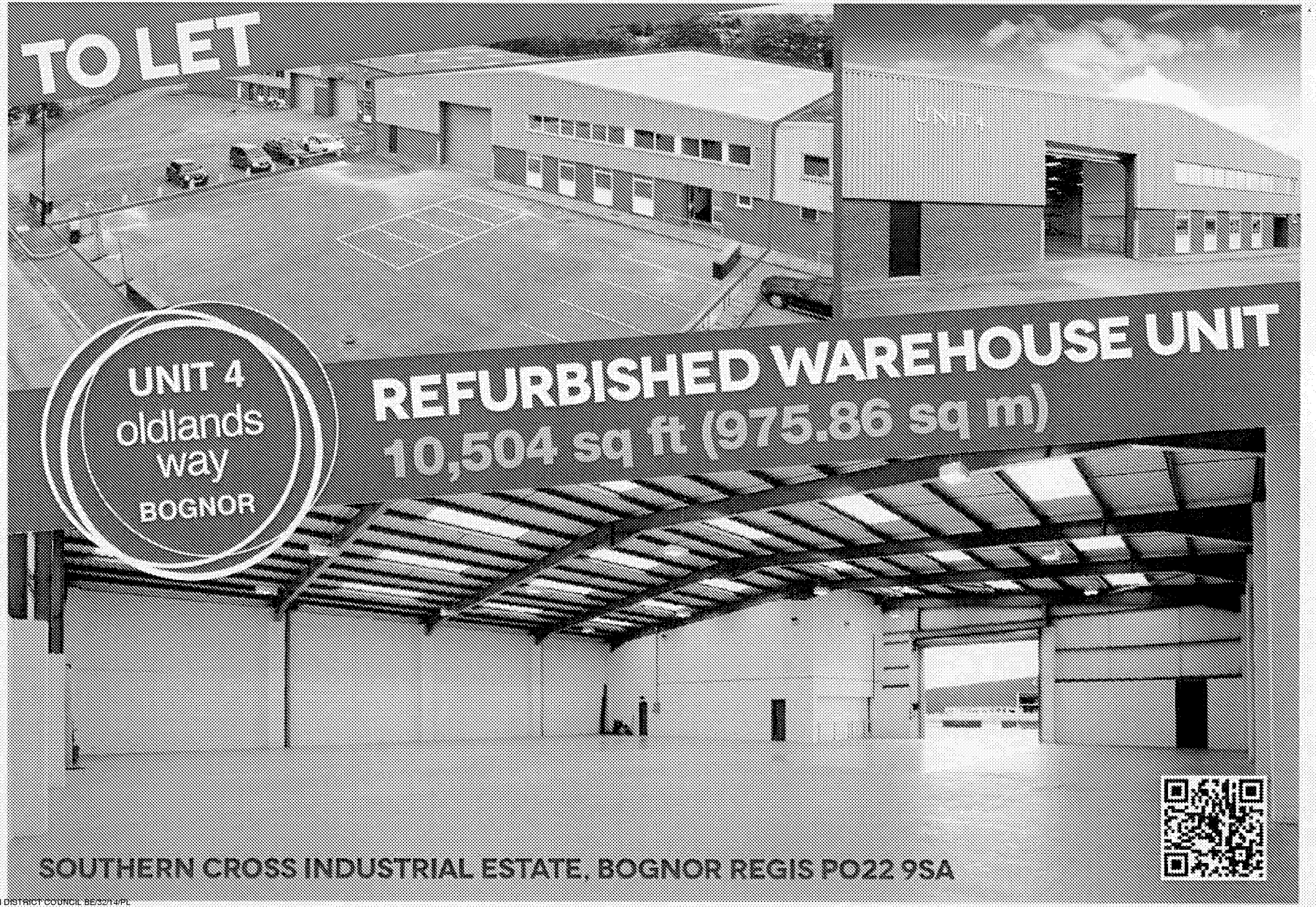
DUNCAN MARSH

019083 229200
dmarsh@shw.co.uk

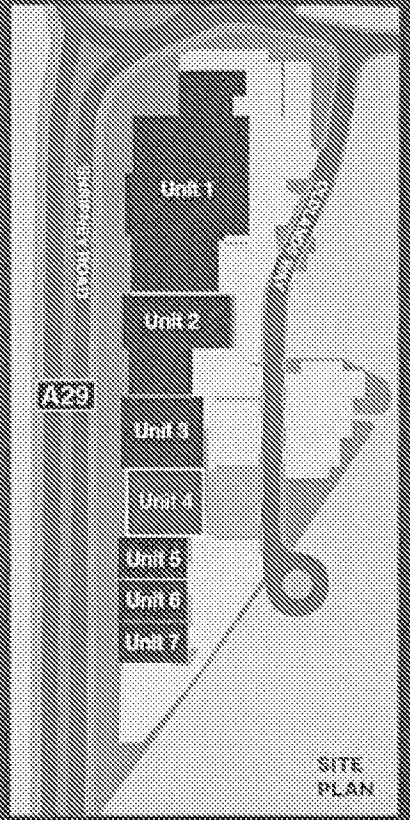
ARUN DISTRICT COUNCIL BE/32/14/PL

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 9: Brochure Post-refurbishment – July 2013



ARUN DISTRICT COUNCIL BE/32/14/PL



LOCATION

The Units is located on the established Southern Cross Industrial Estate on the north side of Bognor Regis, adjacent to the A29 London / Bognor Road. The estate is approximately 6 miles to the south of the A27 South Coast Trunk Road which provides access to Chichester and Portsmouth to the west and Worthing and Brighton to the east. The units are situated midway along Orchards Way on its western side. Other occupiers on the estate include Travis Perkins, Jewson, JCC Lighting Products and John Wiley.

The Southern Cross Industrial Estate is situated on the northern gateway into Bognor Regis with the majority of the town's retail and trade parks being located either side of the A29 both opposite and to the south of the estate. Directly opposite is the Bognor Regis Retail Park where occupiers include Matalan, Fitness First, Lidl & Halfords, whilst a new 95,000 sq ft Sainsbury's Superstore is shortly due to be completed approximately ¼ mile to the south.

In addition works have commenced on the new Bognor Regis northern relief road which will help to generate new development immediately to the north of the estate, as well as providing improved road access.

DESCRIPTION

The unit forms part of a terrace of three similar industrial / warehouse units. The unit is of steel frame construction with brick and profiled sheet cladding under a new profiled sheet covered roof with translucent rooflights. The eaves height is 6.4m.

The unit has a new loading door and a redecorated ground and first floor office section. There is a self contained parking area to the front of the unit.

ACCOMMODATION

UNIT 4	sq ft	sq m
Ground floor Warehouse	6,403	594.90
Ground floor Offices	806	74.78
First floor Offices	1,053	97.82
Total GIA	10,304	957.30

TERMS

Available on a new full repairing and insuring lease for a term to be agreed.

RENT

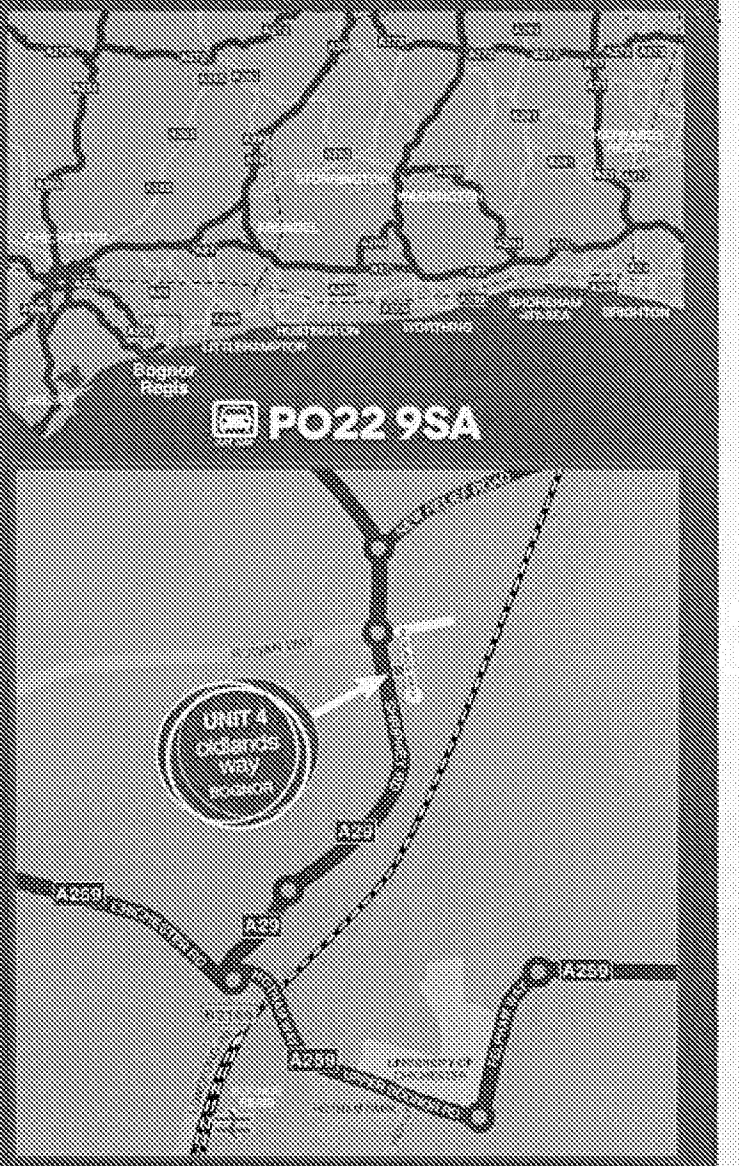
Rent on application.

BUSINESS RATES

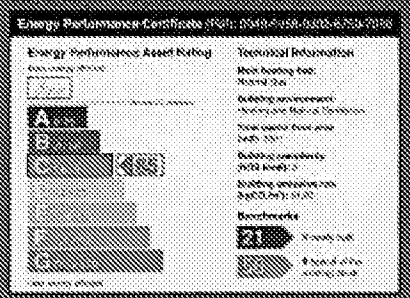
To be reassessed.

VAT

VAT will be chargeable on the terms quoted.



ENERGY PERFORMANCE





VIEWINGS

EDWARD MILEHAM
0207 233 5255
emileham@loppproperties.co.uk

LONDON & CAMBRIDGE PROPERTIES

DAVID MARTIN
01273 876200
dmartin@shw.co.uk

DUNCAN MARSH
01903 229200
dmarsh@shw.co.uk

STILES HAROLD WILLIAMS
www.shw.co.uk

Stiles Harold Williams for themselves and for the vendors or lessors of this property whose agents they are give notice that: i) these particulars are not to be relied upon as statements or representations of fact and do not constitute part of, an offer or contract. All descriptions, dimensions, references to condition and necessary permissions for use and occupation, and any other details are given in good faith and are believed to be correct but any intending purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them; ii) no person in the employment of Stiles Harold Williams has any authority to make or give representation or warranty in relation to this property. July 2014

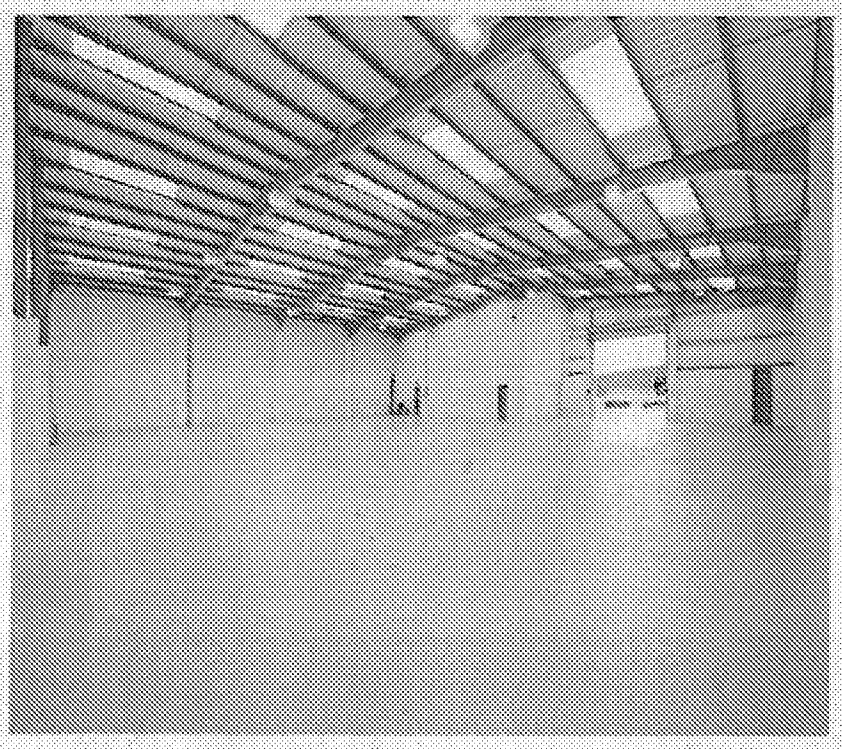
STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 10: ¼ Page Advertisement, Bognor Observer – 26th September 2013-11-19

REFURBISHED WAREHOUSE UNIT

Approximately 10,504 sq ft (975.86 sq m)

TO LET – NEW LEASE



Unit 4, Oldlands Way, Southern Cross Industrial Estate, Bognor

- Newly refurbished including a new roof
- The estate and unit are adjacent to the A29
- The Estate is opposite Bognor Regis Retail Park
- New lease on terms to be agreed
- Rent free period subject to the rent agreed, the length of lease and covenant strength of the tenant - subject to contract

For an appointment to view please contact:

LONDON & CAMBRIDGE PROPERTIES

EDWARD MILEHAM

07824 873469
emileham@lcproperties.co.uk

STILES HAROLD WILLIAMS

DAVID MARTIN

01273 876200
dmartin@shw.co.uk

DUNCAN MARSH

01903 229200
dmarsh@shw.co.uk

Bognor Regis OBSERVER

Bognor Observer, Thursday, September 25 2014 20

ARU L BE/32/14/PL

STILES HAROLD WILLIAMS
www.shw.co.uk

Attachment 11: Editorial, Bognor Observer – 26th September 2013

cphcommercial.com ...Coming Soon 01243 641751
info@cphcommercial.com



Refurbished unit hits the market

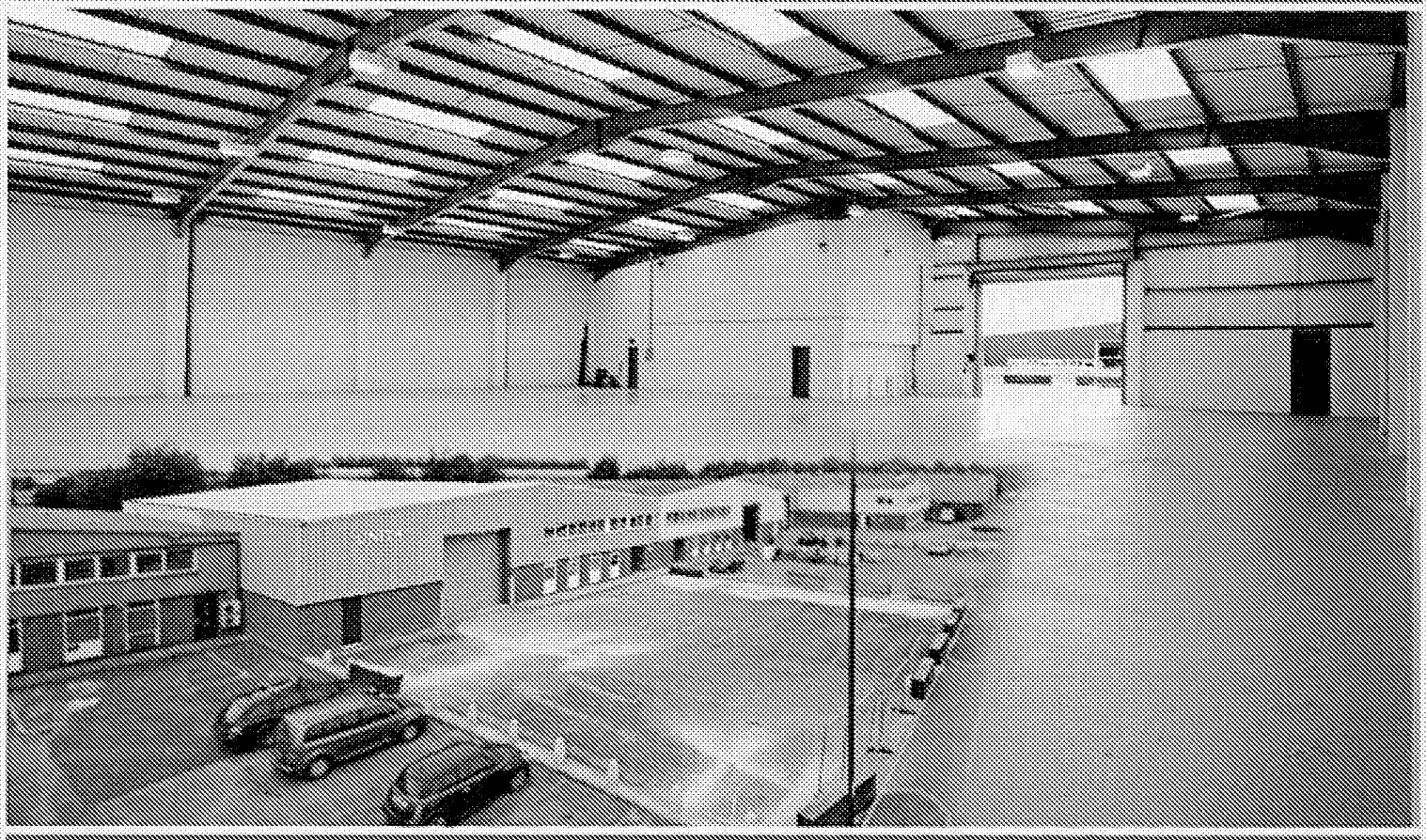
ARUN DISTRICT COUNCIL BE/32/14/PL

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www.shw.co.uk

Attachment 12: Marketing Board Post-refurbishment – July 2013

TO LET

REFURBISHMENT NOW COMPLETED



10,500 sq ft (975.86 sq m)

01903 229200

01273 876200

STILES HAROLD WILLIAMS

www.shw.co.uk

ARUN DISTRICT COUNCIL BE/32/14/PL

STILES HAROLD WILLIAMS
www.shw.co.uk

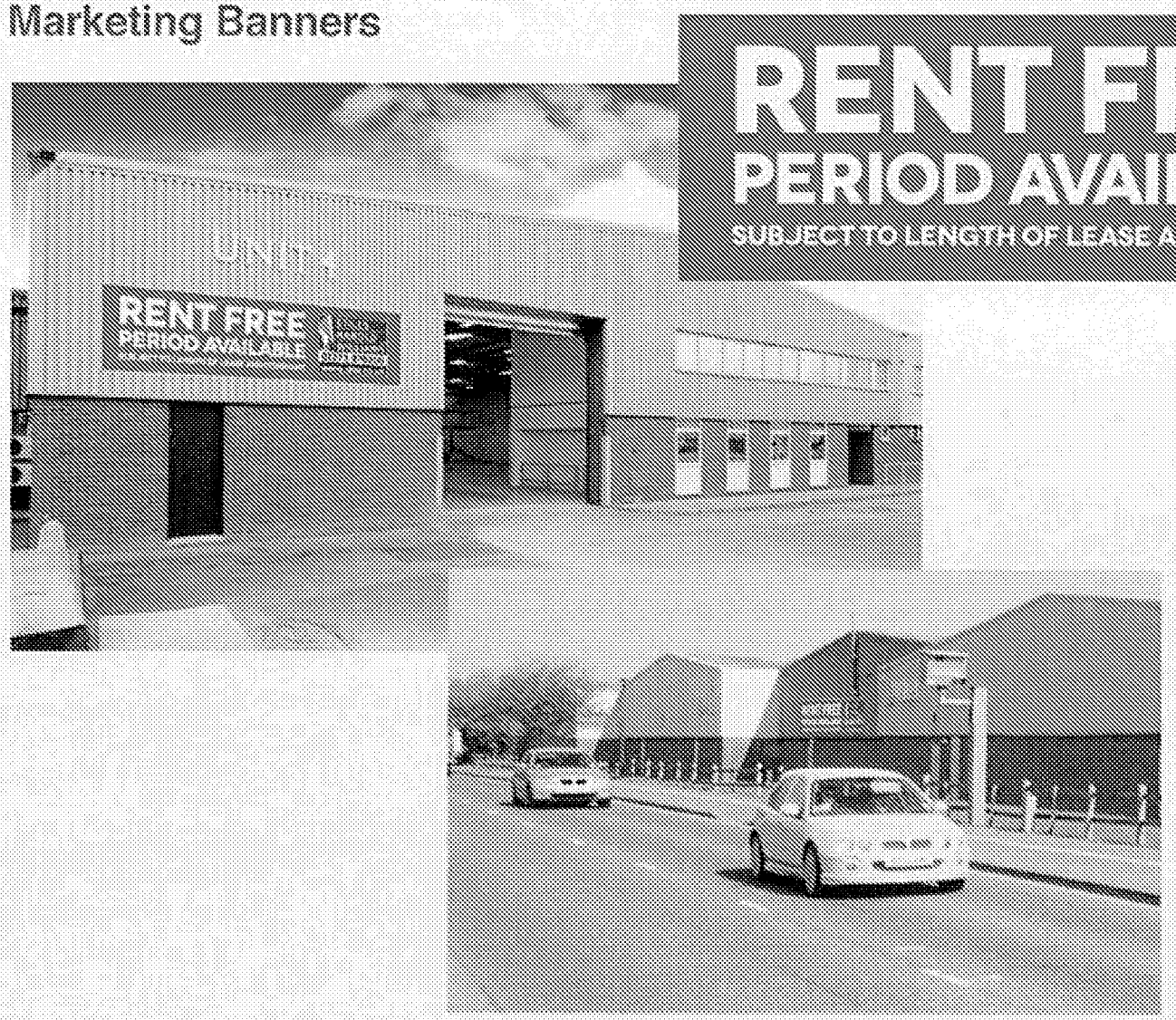
Attachment 13: Rent Free Marketing Banner – September 2013

Unit 4 Oldlands Way Bognor
August 2013

Designer: Alex Borg Email: alex.borg@threesixtygroup.co.uk Tel: 01273 33 99 33

three sixty group
tel: 08000 360 360
www.threesixtygroup.co.uk

Marketing Banners



Marketing Banner (3m x 1.2m)
Front of Building
Printed vinyl PVC banner, includes design and artwork. VHB taped to building.
3000mm x 1200mm
£120.00 + VAT

Marketing Banner (3m x 1.2m)
Rear of Building
Printed vinyl PVC banner, includes design and artwork. VHB taped to building.
3000mm x 1200mm
£120.00 + VAT

Installation
2-man team working single visit rate using high access equipment.
£195 + VAT

Concepts, Artwork & Photography © 2013 Three Sixty Group