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RPS Planning & Development
FAO: Mr T. Partridge Senior Director
Highfield House 5, Ridgeway
Quinton Business Park
Birmingham, B32 1AF

Parsons Son & Basley, 32 Queen Road, Brighton, BN1 1YE

17th November 2017

Dear Mr Partridge

93 Hawthorn Road, Bognor Regis, West Sussex, PO21 2BE

Further to our discussions, I write to you to provide a full resume of the marketing history and our commentary in respect of the viability of the above mentioned unit on Hawthorn Road in Bognor Regis. A set of our marketing particulars are attached for your information.

The unit consists of open plan retail accommodation to the ground floor extending to approximately 128sq.m and a two bedroom flat above. The property has been refurbished both internally and externally so as to appeal to as wide an occupier market as possible.

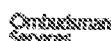
In this report we give regard to the proposed change of use to A5 as well as the viability of the current, A1, use. In this instance a permitted change of use would allow for the continued occupation of the unit where the proposed tenant would be the national retailer, Papa John's (GB) Ltd.

The history of the unit (and that of the one adjoining it) is that it was previously occupied and operated by One Stop. They had been in occupation for ten years and had traded successfully until recent years.

We understand that their reduction in trade performance (leading to their eventual departure) was brought about by the increase in retail competition in the area – this includes the nearby, Co-op store which is less than 80 meters away and a bit further along Hawthorn Road. It is worth noting that this reduction in trade performance has occurred despite the fact that One Stop is owned by T&S Stores, whose parent company is Tesco PLC, and who would have had considerable buying power and corporate support from the parent group.

One Stop's lease expired on the 19th June 2016 and they took the commercial decision not to renew it. One Stop served their notice on the 19th March 2016 and closed the store in December 2016. The unit has remained vacant ever since.

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The owners of the property began informally marketing the unit as soon as One Stop served their notice in March 2016 (some 21 months ago) but they were unable to successfully identify a replacement tenant and after 12 months seeking a tenant directly they sought to formerly market it.

Again, the unit became vacant in December 2016 and in spring 2017 they formally instructed Parsons Son & Basley to openly market the unit. At this time sales/letting particulars were drawn up and an extensive and comprehensive marketing campaign began.

Initially, the unit was advertised as both To Let and For Sale with the focus latterly switching to a sale of the property as it quickly became apparent that there was limited interest from parties wishing to rent the unit (even though the rent was purposefully kept affordable at a minimal £15,000p.a to include both the ground floor unit and the first floor flat).

An open marketing campaign was undertaken and the availability of the unit has been featured in the Argus in Brighton on a weekly basis. The property has been advertised on, and remains advertised on, Rightmove, Zoopla and MoveHut. It has also been advertised on our own website. In addition to this, several comprehensive mailshots to all parties registered on our database have been undertaken and a To Let/For Sale board was placed on the property.

The response to the marketing from prospective occupiers and the expressions of interest received has been very disappointing and very limited in number. Given the lack of demand from possible tenants and/or purchasers, the owners of the property first reduced the asking price from £295,000 to £275,000 but even this substantial incentive was not enough to generate any interest and so the price was lowered further still. Down to OIEO £250,000.

To date there has been no formal offers received for the property other than that received by Harborne Maine Ltd whose proposed use is for a well-established, national retailer, trading with an A5 consent to open and trade as Papa John's (GB) Ltd. All other parties we spoke to during the marketing campaign felt the accommodation was either not the correct size or configuration, not in the right location or had concerns over the amount of competing uses within the vicinity.

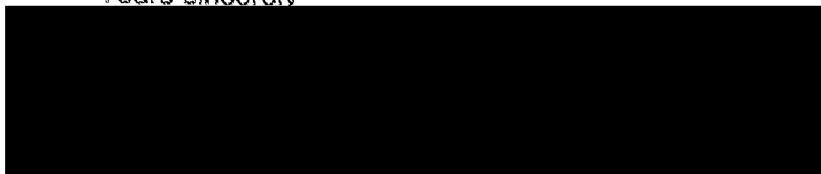
Therefore, upon review – and after a prolonged marketing period of approaching 21 months (c.12 months informal marketing and an additional 9 months formally), after extensive advertising, after numerous mailshots and after offering substantial financial incentives to entice potential occupiers - our comprehensive marketing has not yielded any serious interest from any A1 occupier. Given this, and at the end of October after holding off on entering detailed negotiations with Harborne Maine Ltd, we gave our advice to our client to accept their Subject to Planning offer.

Finally, and to add further market commentary, it can be seen that the local area has undergone a lot of change in the last few years with several other commercial buildings being developed. This includes the Co-op store which, I understand, sells a wide range of A1 food and non-food goods and is less than 80 meters away from the property in question. Therefore - given the age, size, configuration and location of the property, coupled with the extent of the existing retail supply that currently caters for the local demand – we would suggest that the viability of the unit, if it is limited to A1 use, would be seriously in question. This much has been made clear throughout the extended marketing period that the property has undergone.

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I trust that this provides you with a comprehensive review of the marketing carried out and our view on the future of the premises.

Yours sincerely



Richard Lowrey

Commercial Agency Manager
Parsons Son & Basley

