

Contact Sebastian Martin
Direct Dial
Email



Our Ref: SM/MJ
8 August 2017

24 Southgate
Chichester
West Sussex
PO19 1ES

Mr A Croker
Kullars
50 Albert Road
Portsmouth
Hampshire
PO5 2SJ

Dear Mr Croker

31 Horsham Road, Littlehampton

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.

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.

The property has been vacant since January 2017. We started marketing the property from May 2017, but prior to this the property was being marketed by Parson Son and Basley.

The property comprises a prominent two storey detached building, plus a basement. The building was previously being used as a public house on the ground floor and residential accommodation at first floor. Externally the property benefits from a garden and parking area for around five cars. We calculate the accommodation to have an approximate gross internal floor areas of 4,086 sq ft.

Overall, there has been no occupier interest for the building for its current use. There has also been limited interest in the building for alternative uses such as A1 or A3.

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

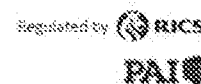
Letting Brochure/Agency Particulars

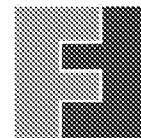
From the outset of the instruction to the present time, we have produced and provided potentially interested parties with our designed and professionally printed colour brochures.

These have been regularly mailed as described below and sent out 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.

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





Advertising

Typically, we experience a low response rate to property advertising, however, the subject premises have been advertised in the commercial section of The Chichester Observer. We set out below the dates of each publication:

Chichester Observer Series: June 2017

Online 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
- Estate Gazette

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.

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 we began marketing the property we have had a prominent marketing boards on the building.

If you have any further questions, please don't hesitate to contact us.

Yours sincerely

Sebastian Martin BSc (Hons) AssocRICS

