

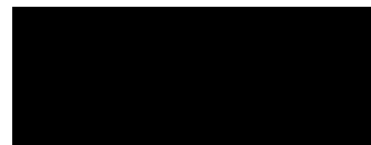
Contact Mark Minchell
Direct Dial
Email



Our Ref: SM/MJ
9 January 2018

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

24 Southgate
Chichester
West Sussex
PO19 1ES



Dear Mr Croker

31 Horsham Road, Littlehampton, West Sussex BN17 6BZ

We write with regard to the application you have submitted in respect of the subject premises. You have asked us to consider what marketing has been undertaken and provide you with an updated report outlining this.

Background

We have reviewed and analysed the promotional activity undertaken by Flude Commercial and Kings Estates. It can be demonstrated that a structured and proactive marketing approach has been followed over an approximate eight month period, in order to achieve a suitable commercial letting. The property was also available to purchase at auction through Parsons Son & Basley for four months (January 2017) prior to Flude Commercial marketing the premises. In total the property has been available for 12 months.

Location and Description

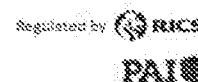
The property is located in Littlehampton, on the western side of Horsham Road at its junction with Southfields Road, approximately one mile north of the town centre. In retailing terms this location is consider tertiary.

The building comprises a prominent two storey detached building, with 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 for around five cars, which is considered minimal for this type of building.

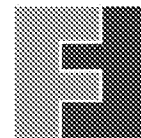
We calculate the accommodation to have an approximate gross internal floor areas of 4,086 sq ft.

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



Agency | Lease Advisory | Management | Valuation | Investment | Development



Marketing Activities

During the marketing period for letting, Flude Commercial and Kings Estates have initiated and undertaken the following marketing activities, which have been summarised below under specific headings.

Letting Brochure/Agency Particulars

From the outset of the marketing to the present time, interested parties have been provided with colour brochures.

We attach copies of the marketing details in Appendix A.

These have been regularly mailed as described below and sent out to specific enquiries which have been received. They are held electronically and are generally emailed to prospective parties and followed up to establish their degree of interest and feedback.

Hardcopy Advertising

Typically, there is a low response rate to hardcopy 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

We attach a copy of the advert in Appendix B.

Online Advertising

The majority of our applicant interest comes from the internet, either through the agents own website or through other websites which are used to market property.

Information has been included on Flude Commercial's website since the inception of the marketing campaign and Kings Estates website from 01 September 2017. Both agents 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
- Rightmove

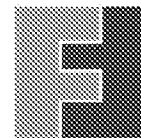
We attach copies of the adverts in Appendix C.

Mailing

This has formed a large element of the marketing campaign and usually produces the best results. Both agents have targeted local, regional and national occupiers as well as commercial property agents within Sussex, Hampshire, the South East of England and London.

All types of suitable occupiers have been targeted including Class A1 Retail, A3 Restaurants, A4 Drinking Establishment, A5 Hot Takeaway, D1 Healthcare and D2 Leisure.

We attach an example of a mailing in Appendix D.



Telephone Canvassing

Both agents have undertaken telephone promotion to both occupiers and agents in an attempt to generate a positive response to advertising and mailing.

Site Boards

Since Flude Commercial started marketing the property there has been a prominent marketing board on the building. Kings Estates have also had a board on the building.

We attach photographs of the boards in Appendix E.

Market Commentary

Over the last 24 months, 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 on 23 June 2016. The outcome of the June 2017 also adds another layer of complexity to an already uncertain economic and political picture.

Generally speaking, the local commercial occupational property market has remained steady across all sectors for well-located and well presented accommodation; with levels of enquiries for this type of stock remaining fairly constant. However, for opportunities located in secondary and tertiary positions (like the subject premises) where trading can be difficult, enquiries have been dramatically lower. Although it is difficult to predict, we anticipate that this trend is likely to continue for the foreseeable future.

With regard to lease terms, the landlord has been flexible in their approach and has offered the property at a rent of £30,000 per annum. The landlord is willing to consider short lease lengths and rent free periods in order to secure a tenant.

In terms of the existing use there has been no occupier interest. There is already a significant number (14) of Public Houses located in Littlehampton, which means there is already a lot of competition in this market. This is probably why there has been no interest from this type of operator.

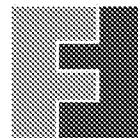
We attach a map showing existing Public Houses in Appendix F.

There has also been limited interest in the building for alternative uses such as Class A1, A3, D1 and D2 uses. There have been a number of common reasons why the property has been discounted such as configuration, condition, lack of parking and location. These characteristics of the building could be difficult to change.

Conclusion

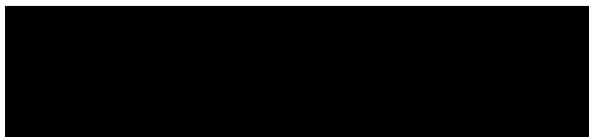
In conclusion, this report demonstrates that a structured and proactive marketing approach has been followed by Flude Commercial and Kings Estates over an approximate eight month period in order to achieve a suitable commercial letting.

The market conditions for this type of opportunity are difficult with a lot of competition locally, which has led to no interest for the current use and limited other commercial interest because of the characteristics of the building. If there was interest in the building the landlord is open to flexible lease terms in order to secure a tenant.



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

Yours sincerely



Mark Minchell MRICS

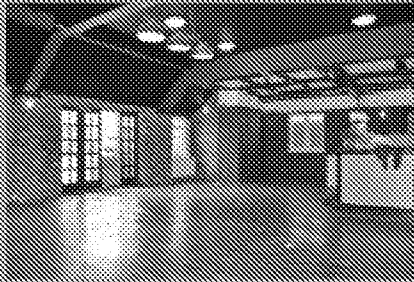
APPENDIX A

31 Horsham Road, Littlehampton BN17 6SZ



FLUDE
OF OCEANIA
01243 819000
www.flude.com





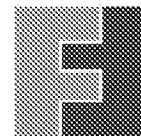

TO LET/FOR SALE

Large Commercial Building
Total Area: 170,70 sq m (4,196 sq ft)

Key Features

- Large premises building with parking
- Ground Floor 240,13 sq m (2,576 sq ft)
- First Floor 69,45 sq m (7,490 sq ft)
- Available for a variety uses (etc)
- To let on a new F&B lease
- Rent £30,000 per
- Freehold sale available
- Guide price £395,000, subject to contract

Agency | Lease Advisory | Management | Valuation | Investment | Development



31 Horsham Road, Littlehampton BN17 6BZ



Location

Littlehampton is located nine miles west of Worthing and 1.5 miles east of Chichester. The property is situated on the western side of Horsham Road at its junction with Southfields Road, approximately one mile north of the town centre.

Description

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.



Accommodation

We calculate the accommodation to have the following approximate gross internal floor areas:

Floor	sq. m.	sq. ft.
Ground	242.23	2,606
First	58.43	629
Basement	37.58	405
Total	338.24	3,640

EPC

We understand the property has an EPC rating of C.

Terms

The property is available either to let by way of a new full repairing and insuring lease for a term to be agreed at a commencing rent of £30,000 per annum exclusive or for sale with vacant possession at a guide price of £350,000.

Use

We understand that the property is not registered for VAT.

Planning

We understand that the premises benefit from A4 use within the Use Classes Order 2007 (as amended). The property could be used for A1, A2 or A3 uses.

Business Rates

Ratable Value (2017): £25,820. The property may be eligible for Small Business Rate Relief.

Legal Fees

Each party to bear their own legal costs incurred.

Viewings and Further Information

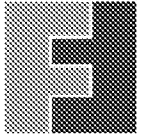
Please contact the sole agents Flude Commercial:

Mary Jackson
m.jackson@flude.com
01243 525540

Sebastian Martin
s.martin@flude.com
01243 929125

Will Thomas
w.thomas@flude.com
01273 792398





31 Horsham Road, Littlehampton BN17 6BZ

31 Stops



Plan for identification purposes only

Trade Connects for themselves and for the needs or wants of the property whose agents they are give notice that: if these parties are not set in good faith and are intended to be carried out for their own benefit and they do not form one part of any contract, it is not subject to the approval of Trade Connects for any authority to make or give any representation or warranty whatsoever in relation to this property.

Please note that whilst we endeavour to confirm the prevailing accepted planning use for properties we market, we can offer no guarantee in this regard. Planning information is subject to the part of our knowledge. Prospective parties are advised to make their own enquiries to verify the current use of planning laws.

We advise interested parties to make their own enquiries to the local authority to verify the above and the level of business rates payable in case of possible structural changes and unit licence rating.

6/10/2017

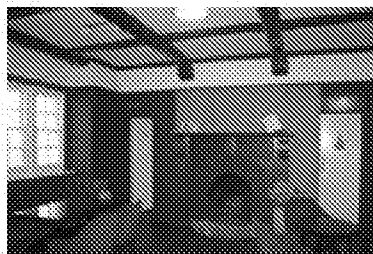
Trade Connects | Chichester | West Sussex PO19 1ES

PAI® RICS

Kings Wokingham *Estates*
SALES & LETTINGS

General Henry, 31 Horsham Road, Littlehampton, BN17 6BZ
£2,500 pcm





Kings Estates are delighted to offer this Public House to rent with great scope for alternative uses subject to planning.

External space

Boasting great external living space, fully functioning kitchen, men's & women's toilets, garden space and parking for 4/5 cars.

First floor

Managers flat with two double bedrooms, two reception rooms, bathroom and modern fitted kitchen.

Other benefits include gas central heating throughout, double glazing and a basement for storage.

This pub would suit g/A4 + A5 use and is available immediately.

67 Albert Road, Crumpton,
Hampshire, SO26 2SD

www.kingsestates.net
southaes@kingsestates.net
023 5229 8080

Agents Note: whilst every care has been taken to present these sales particulars, they are for guidance purposes only. All measurements are approximate and for general guidance purposes only and whilst every care has been taken to ensure their accuracy, they should not be relied upon and potential buyers are advised to measure the measurements.

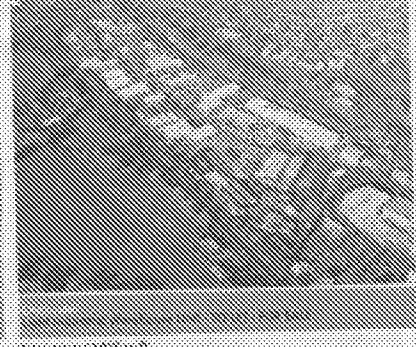
APPENDIX B



1000-1010 North Dearborn Avenue, Chicago, IL 60610
 Total Area: 1,000 sq ft
 Available for a variety of uses
 Ideal for office and other commercial use
 Excellent location, near public transit



1000-1010 North Dearborn Avenue, Chicago, IL 60610
 Total Area: 1,000 sq ft
 Available for a variety of uses
 Ideal for office and other commercial use
 Excellent location, near public transit



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Agency | Lease Advisory | Management | Valuation | Investment | Development



STPHONGXOY.CO.UK

APPENDIX C

rightmove

Buy Rent Find Agent House Prices Commercial Overseas Sign In

Pub to rent

Horsham Road, Littlehampton, West Sussex, BN17

£2,500 pcm
200 sq. m.

See more properties like this one



This property is marketed by:

Kings & Estates
SOUTHSEA

Kings Estates, Southsea
57 Albert Road, Southsea, PO5 2SG

View properties from this agent

Request Details

or call: **02382 200562**

Save property

Add notes

Print

Send to Friend

1 of 1

Enlarge Picture 2

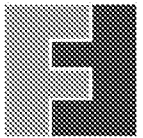
Call: **02382 200562**

Request Details

Share this property

Activate
Go to Site

[illegible]



RETAIL

Details

31 Handham Road, Littlehampton, B817 8BZ • Availability: AVAILABLE

Document Date: 16/06/17
Address: 31, HANDHAM ROAD, LITTLEHAMPTON, B817 8BZ
View Full Details
View All Images
View Individual Images: Page 1 Page 2 Page 3
View Description

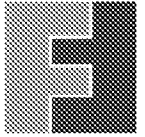
Landlord	Agent	Area Name
Tenant	ROSE COMMERCIAL	Area m²
Agent	Next Business Date	Area ft²
Contact: Mary Jackson	User Category: A3,A2,A3,A4	Total Area m²
Telephone: 01293 829103	Tenant	Total Area ft²
E-Mail: mary@handhams.co.uk	Size: HSE	Total Floorplate

Home About Us Services News Property Search Contact Us

31 Handham Road, Littlehampton, B817 8BZ

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 on the first floor. Externally the property benefits from a garden and a parking area for around five cars.

View More Details



APPENDIX D



01243 819000
www.flude.com

To Let
31 Horsham Road, Littlehampton BN17 6BZ

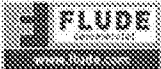
Large Commercial Building
Total area: 579 sq m (5,108 sq ft)



- Stone Ducting - 31 Horsham Road, Littlehampton
- Large self-contained building with parking
- Ground floor 342 sq m (3,690 sq ft)
- First floor 237 sq m (2,558 sq ft)
- Suitable for a variety of uses (R01)
- To let on a new FRI lease
- Rent £30,000 p.a.
- Freehold also available
- Guide price £750,000

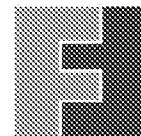
For further information please contact:
Sébastien Martin
Associate

Flude Commercial
Chichester Office T: 01243 819000 (Also in Brighton)
2A Sandhurst, Chichester, West Sussex, PO19 1ES



www.flude.com





Kings Estates

SALES & LETTINGS

Mr Newman Dert
Bellarmine
224 St Pauls Road
Southsea
PO5 4AQ

Dear Sirs,

RE: The General Henry Public House, Marsham Road, Littlehampton, BN17 8BZ

In this weeks mailout we are delighted to offer this Public House to rent with A4/A5 use.

As a current restaurant/public house owner we feel this could be a great acquisition for yourself.
Seating terrific internal space, Two bedroom manager flat above, parking and a good sized garden.

Do not hesitate to book a viewing, we have keys and the property is currently VACANT.

Kind regards,



Office Manager
Kings Estates



87 Albert Road, Southsea, Hampshire. PO5 2B3
Tel: 023 9229 8080 Fax: 023 9229 6181 Email: sales@kings-estates.net www.kings-estates.net

APPENDIX E



APPENDIX F

