ADDITIONAL

Warwick BAKER ESTATE AGENT

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Marketing Report – 30 Brunswick Road
Shoreham-By-Sea West Sussex – 17th October 2018

We originally let the premises to a Mrs Burt as a retail unit. Her business "Shabulous" revamps old furniture into something stunning and affordable. In addition, the business sold home décor, home improvements and gifts as well as running painting courses.

The lease term was for 6 years from May 2015. Within the first 12 months it was evident that the business was not going to be profitable and we were instructed to find a suitable assignee.

In September 2016, we secured an assignment of the lease to a Mr Tony Danisz. His shop, 58 Boxes, retails unique, quality fair trade gifts and fine art. As part of the lease assignment negotiations Mr Danisz insisted in negotiating a break option after 2 years to protect himself should his business experience a similar poor turnover as to Mrs Burt.
The main post office in Brunswick Road closed in October 2017 and as a direct result the footfall for this part of the Town dropped off significantly. For the tenant, whose business was struggling in any case, had no option but to exercise his break option and served us his notice in March 2018 to terminate his lease on the 7th September 2018.

As the lease was to revert back to Mrs Burt, we were instructed on the 7th March 2018 to market the premises to find a suitable replacement tenant. Despite our marketing campaign no interest was found for a retail use, however, we were approached by a dental practise, "My Dentist". This company had identified these premises as suitable premises to accommodate an orthodontist practice, subject to them securing an NHS contract for this region. Terms were agreed and put in solicitor's hands subject to securing the necessary change of use and securing this contract. In respect of the latter this has been successfully secured.

ADUR & WORTHING
PLANNING SERVICES

PLAN	AWDM/ 1191/18
DATE VALID	Rec'd 19/10/18

Contracts were due to complete in early October provided the application could be approved under delegated powers. This however has now been deferred to the next planning committee meeting. As a consequence of this delay, Mrs Burt has had to reoccupy the shop temporarily, to help contribute to her ongoing liability. The landlord has also assisted her financial situation by granting a further rent concession.

The demand for retail in the Town is very poor mainly due to the current economic climate as well as the significant increase in online retailing. Brunswick Road however has suffered more, due to the closure of the main Post Office as well as the lack of expenditure in enhancing the street scene.

When we first open up our office in Brunswick Road, this was considered the heart of the Town Centre and we recorded the highest footfall for the Town. Over recent years, The High Street and East Street have received significant investment in creating predestination and new paving. As a consequence, this part of the Town is now considered the prime pitch. That said the letting of shops in these prime areas is also proving difficult. Barclarys bank and the HSBC remain vacant after some considerable time. 48 High street has taken us 8 months to secure a retail tenant, however this is yet another charity shop (St Barnabas). 20 High Street has been on the market since January with no tenant secured to date. The former Tribes office in Brunswick Road has also been on the market since January 2017 and still remains vacant! In addition, a number of my managed tenant's particularly in Brunswick Road are in rent arrears and as such a number of further vacancies are likely.

As an agent with over 30 years' experience of letting the majority of shops in this Town and managing a substantial portfolio, it is my opinion that a degree of pragmatism needs to be applied for permitted use classes. As this application proposes to retain an element of retail, I feel strongly that this application should be supported and granted the necessary change of use.

[redacted]

Darren Baker MRICS
Chartered Surveyor
(Letting Agent)