

Land North of Barrington Road, Goring-By-Sea, Worthing

Marketing Summary

PREPARED ON BEHALF OF: Bellway Homes

16th February 2026

Better never settles



INTRODUCTION

Cushman & Wakefield (C&W) has been instructed to market Land North of Barrington Road, Goring-By-Sea, Worthing, for either lease or Freehold sale, to all potential occupiers, developers and property companies with requirements which may be suitable for the 4.29-acre vacant site in Goring-By-Sea.

This report details and demonstrates the methods and evidence that C&W continue to actively seek to secure a purchaser and occupiers for the site (single or multi-let).

Cushman & Wakefield is a Global Real Estate Business with a regional agency team that specialises in retail, industrial and logistics, with a focus on freehold disposals and leasing within the South East. We have a team of seven experts operating in this geography and transacted on over 2.8m sq ft of industrial space in 2025.

The project team supporting this work and the ongoing marketing of the site includes:

Heather Harvey-Wood, Partner

Heather has 16 years' of experience providing strategic advice to owners, occupiers, and developers of industrial and distribution properties.

Heather's role is focused on London and the South East, with extensive experience in the Thames Valley and South Coast industrial markets. She offers daily agency, development, and strategic marketing advice to a diverse mix of investors, developers, corporate clients, and property companies.

Thomas Erxleben, Associate

Tom has been active in the London & South East industrial market since 2021, working with investor and development clients on landlord and occupier projects.

Tom's focus has been on asset disposals in London and the wider South East. His role also includes advising developer and corporate clients on strategy and execution of projects within their Logistics & Industrial real estate portfolio.

Alex Doyle, Senior Surveyor

Alex joined Cushman & Wakefield Industrial Leasing team in May 2023 with a particular focus on multi-let estates for key clients across London and the South East. Alex has experience on both disposals and acquisitions and has a number of ongoing projects on the south coast.

PROPERTY INFORMATION

The site is broadly rectangular in shape and comprises c. 4.29 acres of cleared and vacant land held under the freehold titles WSX257366 and WSX257367.



The site was formerly used as a wastewater treatment plant and a gas holder site. It is well- screened to the North, East and West by mature trees.

The site is fenced to the perimeter with gated access to Barrington Road.

The Worthing Local Plan, adopted in March 2023, details the site to form part of an employment area with an indicative capacity of 10,000 sqm, although current access arrangements will require some improvements.

Access

The Site currently has an access agreement in place via Barrington Road; use of this access is for servicing and maintenance of operational assets for SGN. This would not be suitable for Commercial Vehicles.

Commercial access can be obtained via one of three potential ingress points.

- Through the Martlets Way Development proposal, accessing the south western corner of the Site;
- Access can be gained via the residential development currently under construction by Bellway Homes.
- Access can be provided to a singular point on the Eastern Boundary & Southern Boundary.

Constraints of the Site

The site is isolated and bounded by 4 different landowners to each boundary, with access rights for the current user to service the gas infrastructure still held on site. The property holds no road visibility, and as such, a number of operators and developers have discounted the site due to this restriction.

The site is located next to the new build residential development, being delivered by Bellway Homes on the former HM Revenue and Customs office at Barrington Road.

The property is dense with trees to the eastern and western boundary, which matches with the onsite infrastructure, meaning a reduced developable area.

Due to access challenges, there is a need to secure third-party access agreements due to the unsuitability of the current access route for commercial vehicles.

MARKETING PROCESS AND INITIATIVES

Information Pack

C&W held an information pack shared with interested parties, which included;

- Site Plan
- Topographical Survey
- Existing infrastructure plan
- Access easements, which would be subject to amends to ensure SGN secure 24/7 access to their compound.

Offering

The property has been offered on a both a leasehold and freehold basis as follows:

- Lease the whole or part of the site for open storage.
- Sell part of or all of the site to owner occupiers as well as local and national developers.
- Offer build-to-suit to units to local occupiers on both a freehold and leasehold basis.
- Reviewed alternative uses such as leisure and retail

The property has been offered under all realistic commercial scenarios.

Pricing

At all times, a flexible pricing and payment stance has been adopted depending on the enquiring party's position. These include, but are not limited to, the following: Rent-Free, deferred payments, capital contributions, and assistance with funding.

Marketing strategy and Reach

C&W prepared a two-page marketing brochure that has been provided to prospective occupiers and purchasers and their advisers. A copy of this brochure can be found in the Appendix.

Given our experience of the location, we are aware of numerous developers, owner-occupiers and leasehold occupiers. Parties were contacted prior to the opportunity being widely available to generate the appropriate interest.

This was issued to the Agency networks and placed on the C&W website.

Through C&W's extensive contact base, the property has been circulated numerous times to agents both regionally and nationally that act for clients pursuing properties of this nature, together with 1,700 contacts on our extensive client list and the main Industrial Agents Society membership list; a total of 3,500 contacts.

Since October 2023, Land North of Barrington Road, Goring-By- Sea, Worthing, has been listed as available on the Cushman & Wakefield website, Loopnet, Novaloca and Rightmove.

It has also been listed on the Industrial Agents Society online market place, which showcases live disposal and occupier requirements and has a membership over 1,400 industry professionals.

Regular updates of the marketing position have been fed back to the site owner. Since October 2023, Land North of Barrington Road, Goring-By- Sea, Worthing, has been listed as available on the following websites and platforms:

Agents Society – Direct publication to 1,400 industry professionals with live occupier requirements.

Regular updates of the marketing position have been fed back to the site owner.

MARKET COMMENTARY & CONTEXT

The UK economy fell into recession in H2 2023, contracting by 0.1% in Q3 and 0.3% in Q4, the route cause of which being high inflation towards the back end of the year, though this eased with CPI decreasing from a high of 11.1% in October 22 to 4.0% in January 2024. The poor performance of the economy is reflected in the subdued leasing activity throughout 2023, which posed a challenging market far from the highs of the take-up of the pandemic years - at 42.2m sq ft, UK-wide take-up in 2023 was the lowest annual total since 2017.

Take-up increased in the last quarter of 2023 and the hope was that the leasing market had turned a corner and momentum would build towards a steady recovery throughout 2024. Take-up at the larger end of units was notably down, with a marked pullback by major retailers and third-party logistics (3PL) operators who had been such a driver of transactional activity in recent years.

On the South Coast, confidence was high that with the fundamentals that underpin the leasing activity in strong industrial locations such as Portsmouth and Southampton, would mean take-up would pick back up in tandem with the economic recovery, though this is less applicable towards the east in markets such as Goring which lack the fundamentals of strong road and port connections. Approximately 5 miles to the West of the subject site, Panattoni speculatively constructed a 7 unit scheme with units ranging from 19-55k sq ft, though the scheme has struggled to gain traction. The scheme reached practical completion in mid-2024 and is yet to secure a letting (a 40k sq ft unit is currently under offer). This reflects that the Goring market is characterised by predominantly secondary, multi-let estates of units of smaller units, with demand coming from trade counter and/or local businesses. The small number of occupiers in the catchment area means weaker rental growth and as a result, a lack of new build, quality stock, meaning it is a relatively untested market for this product.

MARKETING INTEREST, ENQUIRIES & FEEDBACK

We have listed below the core targets and parties who have engaged with us through out the marketing process. This list is not exhaustive. For GDPR reasons, we have had to redact the identity of the enquiring parties

Date	Proposed Use	Size requirement	Feedback
Feb-24	Recreational Use	0.5 acre	Disregarded due to the in ability to prove funding
Jan-24	Commercial Occupier	Whole or part	Access was too challenging for the proposed use.
Jan-24	Residential and commercial developer	Whole or part	Access required through the Bellway site, not looking for C3 proposals, C2 already located within the wider development
Jan-24	Local / Regional commercial developer	Whole Site	Access concerns for their small trade / multi-let scheme, wouldn't be able to make a return with an access route needing to be accounted for. Too expensive to build and potential remediation for this type of development
Dec-23	Open Storage Occupier	1-2 acres	Access challenges for scrap metal purposes.
Dec-23	Local Commercial Occupier	0.5 acres	Too large a site with planning still required under the studio. Interest no longer on site
Nov-23	Local Commercial Occupier	Whole site	Access would be required for more general usage. Due to the sites constrained access and limited road frontage, interest reduced.
Nov-23	Commercial Occupier	Whole Site	The party looking to secure planning for a specific use, interest in securing planning and then selling on, interest in the specific space was lost.
Oct-23	Commercial Developer	Whole site	The client was interested in the site from a desktop review, interest whittled out due to viability concerns with the site and access required.
Oct-23	Self Storage / Open Storage	1 acre	Interest for Storage, however discounted due to the access from Barrington Road.
Oct-23	Farming Use	Whole	Proposed usage for a chicken farm, the site was discounted due to funding challenges against pricing.
Oct-23	Local Commercial occupier	Whole Site	Party looking to relocate, interested in a new site for motorcycle storage. Challenge with access and prominence from main Road.

Date	Proposed Use	Size requirement	Feedback
Sep-23	Community Use Developer (New Venture)	1 – 2 acres	Community use showed interest however funding issues and likely construction costs muted interest.
Sep-23	Community Use (Religious)	Whole site	The party was looking for a site for a second Mosque, but the conversations didn't proceed.
Sep-23	Commercial Agent enquiry	N/A	General commercial enquiry, with concerns over access to the site and their ability to deliver light industrial units neighbouring the residential units proposed to the south and east.
Sep-23	Storage and parking use	Whole Site	The developer was looking at the site for parking and storage purposes. The challenge access route for larger vehicles meant their interest waned.
Sep-23	Local commercial Developer	One acre	Storage and workshop needed a unit to be built for them, which would not work with the financials prepared to be offered for the completed units.
Sep-23	Storage and parking use	One acre	Storage and parking interest, would be interested in 1 acre of the site, felt the site was a little remote for the current operation.
Sep-23	Regional Commercial Developer	Whole site	General Commercial requirement, however rise in build costs meant the development was unviable for the proposed scheme, access challenges to secure a meaningful access suitable for commercial development.
Sep-23	Local commercial Developer	1 acre	Works close to the site, showed interest; however, due to the proposed use, they would ideally be away from residential, only looking for part of the site and therefore concerns around the size of the site.
Sep-23	Local Storage Operator	Part / Whole	Looking for storage options, however not enough road presence and access concerns for commercial storage usage.

CONCLUSION

The Land North of Barrington Road is a site that is unsuitable for the requirements of the current industrial occupational market in Goring. This has been demonstrated by a lack of interest in the site from industrial occupiers/ developers throughout a prolonged marketing period, despite the property having extensive exposure via online listings and on-site marketing.

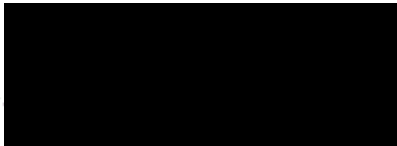
This lack of interest has been driven by a number of key factors:

- 1) Lack of access suitable for commercial vehicles and the requirement to secure a third-party access agreement to secure it
- 2) Lack of prominence and roadside visibility
- 3) Concern of the neighbouring residential and potential risk of restrictions on operating hours, use and, if redeveloped, restrictions on height and build due to potential rights to light issues.

We do not believe there is sufficient depth to the Goring market in terms of businesses that would be willing or able to operate close to residential with the current access restrictions, or that those occupiers would be able to afford the rental levels required to make commercial redevelopment a viable prospect.

Should any further clarification be required, please do not hesitate to contact me.

Kind regards,



HEATHER HARVEY-WOOD

PARTNER
CUSHMAN & WAKEFIELD

Appendix

APPENDIX 1 - MARKETING BROCHURE

EMPLOYMENT LAND 4.29 ACRE SITE

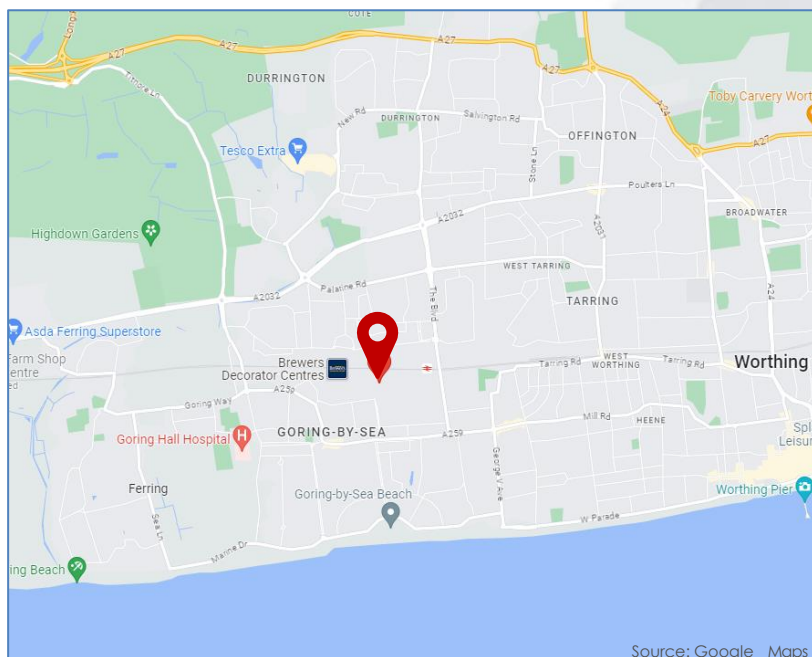
**Land North of Barrington Road,
Goring by Sea, BN12 4UB**



Indicative Red Line

KEY HIGHLIGHTS

- A 4.29 acre site situated adjacent to the Goring Business Park within the existing urban area.
- Self contained site.
- Close proximity to the A259 providing excellent connections to London, Brighton and Portsmouth via the A27 and A24.
- Potential redevelopment opportunity.
- Offered on a freehold basis.
- Forms part of the Employment Area within the Worthing Local Plan (Allocation A10 – Martlets Way).
- Access to the site is off Barrington Road to the south



Source: Google Maps

For more information please contact:

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EMPLOYMENT LAND 4.29 ACRE SITE

**Land North of Barrington Road,
Goring by Sea, BN12 4UB**

LOCATION

The site is located within a mixed-use area of Durrington, Worthing. The site is immediately bound by the railway line to the North and Holm Business Park to the West. Directly to the East lies existing office accommodation which has been allocated for 250 residential units in the local plan.

Access to the site is currently gained via Barrington Road, which is accessed from the A259. The A27 is a short distance to the north of Worthing and connects Brighton and Portsmouth and also provides excellent links to London via the A24. The site is located c. 0.4 miles to the West of Durrington-on-Sea station which is served by regular trains to a variety of destinations including Brighton (32 minutes), Southampton Central (80 minutes) and London Victoria (88 minutes).

Town/City	Distance
Worthing	3.7 miles
Brighton	14.1 miles
Crawley	30.6 miles
Southampton	53.4 miles
Central London	61.1 miles

Source: Google Maps

DESCRIPTION

The site is broadly rectangular in shape and comprises c. 4.29 acres of cleared and vacant land held under the freehold titles WSX257366 and WSX257367.

The site was formerly used as a waste-water treatment plant and a gasholder site. It is well-screened to the North, East and West by mature trees. The site is fenced to the perimeter with gated access to Barrington Road.

The Worthing Local Plan, adopted March 2023, details the site to form part of an employment area with an indicative capacity of 10,000 sqm, although current access arrangements will require some improvements.

Local Plan site allocation – A10: Martlets Way



SITE PLAN



Indicative Red Line

ACCESS

The Site currently has an access agreement in place via Barrington Road, however use of this access is for servicing and maintenance of operation assets for SGN. This would not be suitable for Commercial Vehicles.

Commercial access can be obtained via one of three potential ingress points.

- Through the **Martlets Way Development** proposal, accessing the south western corner of the Site;
- Access can be gained via the residential development currently under construction by Bellway Homes. Access can be provided to a singular point on the Eastern Boundary & Southern Boundary.

No access for commercial vehicles has formally been agreed.

Further information about access can be provided by the retained agent upon request.

VAT

We understand that the sale price will be subject to VAT.

LEGAL COST

Each party is to be responsible for their own legal costs incurred in the transaction.

For more information please contact:

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Contact Us

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