

**DEBENHAMS
26 STONEHILLS
WELWYN GARDEN CITY
HERTS
AL8 6NA**

MARKETING REPORT



DEBENHAMS, 26 STONEHILLS, WELWYN GARDEN CITY AL8 6NA

1.0 BRIEF / BACKGROUND

We have been instructed to provide a Marketing Report to accompany a planning application submitted on behalf of Amsprop REAT Limited for the proposed conversion of the first and second floors of 26 Stonehills together with an additional storey to provide residential accommodation (total of 27 dwellings); the retention of the ground floor for Class A uses.

This planning application has been submitted following two Pre-App discussions with Officers of the Council for the proposed development as described above. The details of these are set out elsewhere in the documentation accompanying this planning application.

The background to this situation is that the Council's response to the first Pre-App dated 18 August 2017 referred to the requirement of the draft local plan (Policy SADM4) for applicants to provide evidence of "active and extensive marketing over a period of at least 12 months in order to demonstrate that there is no retail use for the unit". This was repeated in the Council's response to the second Pre-App dated 5th April 2019.

In the event that the unit were to be (or become) vacant, we are told that the Council require (in their planning application validation requirements) evidence to show that real efforts have been made, without success, to continue the present use or to find compatible alternative uses for the site.

We are providing this commentary in the capacity of the Landlords professional property advisor, based on our experience of working across the full breadth of the retail market.

The focus of this report is based on assessment of anticipated operator interest from our general knowledge of Welwyn Garden City and other towns in the south-east with similar catchment areas and a socio-economic base.

On the 9th April 2019, Debenhams fell into administration and was taken over by its lenders in a pre-pack deal that wiped out its shareholders investments in the company.

On the 26th April 2019, the department store operator announced 22 stores that it planned to close as part of a proposed CVA (Company Voluntary Arrangement), putting 1,200 jobs at risk.

The list of stores included the Debenhams Welwyn Garden City store.

On the 9th May 2019, Creditors gave their approval to the CVA, press speculation at the time suggested that 50 stores would close, 39 would remain on the same rental terms for the remainder of their leases, with the group seeking rental reductions in all other locations.

Debenhams operates 166 stores throughout the UK

It is our understanding that the Welwyn Garden City store will close by the end of January 2020.

Debenhams had gone on record prior to the CVA, confirming that they did not want to remain in the property when their lease expires in 2022. Indeed, Debenhams reported that they were willing to vacate the store ahead of lease expiry in the event that an early surrender could be agreed with the Landlord.

As part of the approved CVA, Debenhams are asking some of its small landlords and councils to slash rents and business rates. It is estimated that three quarters of the stores are owned by small landlords, who face rent cuts of up to 50%. The department store business has also asked 30 local authorities to accept a 50% cut in business rates.

For the time being, Debenhams remain in situ and our commentary on discussions that we have had over the last 12 months assume a hypothetical “marketing” exercise as clearly based on confidentialities associated with staff, it has not been possible nor practical to expose the property fully in the market. Only recently, post the announcement of the impending store closure, was it possible to circulate marketing particulars. A letting board has not been erected at the property.

We have therefore been instructed to make direct enquiries of department store and large space occupiers on a discreet and confidential basis, to establish demand for the unit should the Debenhams become available now or at lease expiry.

Our commentary includes investigations into reletting the whole of the store and also potential operators within Class A Use for the ground/basement floors, either as a single unit or sub-divided.

Where appropriate, we have recorded responses from specific occupiers as part of this marketing report.

*(Guardian 25.10.18 Debenhams to close up to 50 stores, putting 4,000 jobs at risk).

2.0 **ABOUT BRASIER FREETH**

Brasier Freeth LLP is a UK multi-disciplinary Practice, providing a range of services offered by most major firms of Chartered Surveyors, including:

- National Retail Agency
- Commercial and Industrial Business Space Agency
- Investment Acquisition and Disposal Services
- Building Surveying and Consultancy
- Planning and Development Consultancy
- Lease Advisory Services
- Valuation
- Property Management

Brasier Freeth has 4 UK offices, located in London, Watford, Hemel Hempstead and importantly in the case of this report, in Welwyn Garden City.

In terms of Retail Agency, Brasier Freeth offer national coverage across the country acting on behalf of both landlords and retailers.

Our bespoke Retailer Services Team work with a varied range of retailers from large multinationals to boutique operators. As a business, we stay up to date with market conditions, based on the intelligence we gain from our transactional activity across the country.

3.0 **DAMIAN SUMNER – PARTNER, BRASIER FREETH**

Damian joined Brasier Freeth in 2017 from JLL where he was Head of Retail, with an overarching role across Shopping Centre leasing, High Street Landlord and Retailer Service business lines.

His new role at Brasier Freeth has been to expand the landlord side of the business building on his platform of clients.

Damian has over 20 years' experience in the retail market, he has been involved in some of the UK's landmark instructions.

One of his major projects over recent years, included the development of Trinity Leeds acting on behalf of Land Securities, his involvement from inception through scheme leasing and asset management spanned some 7 years and involved the full spectrum of retail from department store anchors through to standard units and kiosks.

Damian's other shopping centre projects have included Sheffield - The Moor (AberdeenStandard), Leeds - White Rose (Land Securities), Chester – Northgate (Cheshire Council/Rivington Land), Southampton – Bargate Quarter (Tellon), Basildon – Eastgate (Infrared Capital/Hark) and Northwich – Barons Quay (Cheshire Council/Hark).

This breadth of instructions has provided Damian with invaluable knowledge of the retail market in terms of scheme and unit layout, anchor targets, catalyst brands, retailer demand, turnover performance and rental affordability.

Damian has also held extensive Client Contact roles throughout his career acting for numerous major retail occupiers such as Telefonica (o2), Coop, Boots, Santander and Barclays. He has a track record of running accounts including large numbers of retail stores and in turn delivering significant savings.

4.0 **THE UK RETAIL MARKET**

Over the last 5 years, the retail market has been in steady decline due to structural change experienced with a marked shift in consumer spending. Retailers have been forced to reduce costs due to their margins being squeezed in challenging market conditions.

The increased popularity of online shopping, higher business rates, rising labour costs and the fall of sterling following the Brexit vote – which has increased the cost of imported goods – are all blamed for retailers poor performance.

The last 18 months have seen a significant number of legacy retailers reducing their portfolio numbers in smaller locations such as Welwyn Garden City. We have seen the increased polarisation of the market to Regional Shopping Centres at one end and strong market towns/neighbourhood centres at the other.

We have also seen numerous retailers carrying out CVA's and falling into administration. These have included the following:

American Golf	Grainger Games	Orla Kiely
Bags Etc	Greenwoods	Patisserie Valerie
Bargain Booze	Henri Lloyd	Poundworld
Bench	HMV	Pretty Green
Berketex	Homebase	Prezzo
Blue Inc	House of Fraser	Saltrock
Brantano	Jacques Vert	Select
Byron Burger	Jaeger	Shoon
Carluccio's	Jamie's Italian	Shuropody
Carpwright	Jones the Bootmaker	Steamer Trading
Cau	Just for Pets	Store Twenty One
Cloggs	Maplin	Strada
Coast	Monsoon	Superfi
Crawshaws Butchers	Mothercare	The Bottle Shop
East	Multyork	Toys R Us
Eat	New Look	tReds
Evans Cycles	Odbins	Warren Evans
Feather & Black	Office Outlet	Wine Rack

The list of CVA's now includes Debenhams, of course.

We have also seen over the last few weeks Arcadia's proposed CVA including their Topshop/Topman, Burtons, Dorothy Perkins, Evans, Miss Selfridge and Outlet brands. The CVA has been approved during the last few days.

Additionally, Boots have recently announced the closure of 200 stores across the country, responding to disappointing trading results at the beginning of 2019

5.0 **WELWYN GARDEN CITY**

Welwyn Garden City is the second Garden City in the UK and one of the first new towns.

It is situated in Welwyn Hatfield, in the county of Hertfordshire with a resident population of approximately 1.14 million people which has increased 5% since the 2011 Census. This is amongst the largest estimated increases in the UK

The town is close to Junctions 4, 5 and 6 of the A1(M), which links to Junction 23 of the M25.

Its proximity to London makes it a convenient commuter town, with rail services to London Kings Cross approximately every 25 minutes.

The nearest international airport is Luton which is situated approximately 13 miles North West of the town.

6.0 **RETAILING IN WELWYN GARDEN CITY**

Welwyn Garden City has an estimated shopping population of 80,000 people and a town centre retailing provision of approximately 48,310 sq m (520,000 sq ft).

The spine of the town is Parkway, a central scenic route through the city.

Retailing in the town is focused within the Howard Centre providing approximately 22,305 sq m (240,000 sq ft) of space across two levels and 58 units. Anchor tenants include Marks & Spencer, Boots, WH Smith, Next and Monsoon.

The Howard Centre benefits from a 706 space car park, as well as direct access to Welwyn Garden City Railway Station.

The retailing arrangement is dominated by John Lewis situated on Bridge Road. John Lewis is a significantly sized store, traditionally one of the most successful regional shops for the retail business. Our understanding is that it has the second highest user of click and collect in the entire country – its presence has a significant bearing on performance generally for retail in the town centre.

We understand however, that the performance of the store is now beginning to wane, the likely reason for this is the size, orientation and dated nature of the building. The department store is arranged over a number of floors in a long linear configuration, space appears to have been added to over time. The department store has multiple entrances.

The Welwyn Garden City stores contrasts significantly with more recently developed John Lewis stores which tend to be more regularly configured with the trading accommodation arranged generally over 2 floors.

The Debenhams department store is shown on the attached street traders plan on Stonehills, the retailing areas located between the Howard Centre, Debenhams and John Lewis has a more convenience orientated offer including tenants such as Costa, Lloyds Bank, Caffé Nero, Halifax and Vision Express.

7.0 **EXISTING DEBENHAMS STORE**

The Debenhams store is situated with frontage to both Stonehills and Sir Theodores Way, positioned midway between the Howard Centre and John Lewis.

The department store is currently arranged on ground, basement, first and second floors.

The premises were previously occupied by Coop who also traded poorly from this location.

Unlike John Lewis, the Debenhams store suffers from having no dedicated car parking. There is some adjacent on street parking but only for limited periods of time.

Servicing for the store is from the rear and relatively compromised with articulated lorries having to reverse from Wigmores North through an archway.

The feedback that we have received from some potential occupiers is that the servicing alone makes it difficult for the building to operate as a department store, due to the inability to deliver with a double decker articulated lorry. Most occupiers are likely to have to use an urban trailer for deliveries, which is far from ideal.

Debenhams opened a new store in Stevenage in August 2017 at Roaring Meg Retail & Leisure Park. The store comprises 7,432sqm (80,000 sq ft) and at the time was the first store to showcase the retailers new redesigned strategy and includes branches of Nando's, Creams, Patisserie Valerie and Costa.

The drive time from Welwyn Garden City to Roaring Meg Retail & Leisure Park is only 13 minutes.

Roaring Meg benefits from 1,150 car parking space, the Parking Eye scheme allow shoppers to park free of charge, however with a time limit of 3 hours.

The proximity of the Stevenage store, its size and car parking availability has/will have undoubtedly had a knock on impact on trade for Debenhams in Welwyn Garden City.

8.0 **DEBENHAMS CURRENT OCCUPATION**

Our understanding is that the Debenhams store is held on a lease which is due to expire on the 13th May 2022, however they have advised Amsprop of their intention to close the store on 24th January 2020.

The current rent passing is £340,000 per annum which equates to approximately £9.98 per sq ft on an overall basis.

9.0 **OTHER EXISTING DEPARTMENT/VARIETY STORES AND LARGE SPACE REPRESENTATION**

John Lewis

Located on Bridge Road, John Lewis is a local landmark and is singularly the largest store in the Town Centre.

Constructed in 1939, Welwyn Department Stores was built by the Garden City Company to captivate and excite everyday shoppers. The store was the largest in the country at the time of its build and included its very own car park and apartments situated on the roof.

John Lewis acquired the store in 1983, the department store still retains its original architectural features.

Marks & Spencer

Located as an anchor to the Howard Centre.

Next

Located as an anchor to the Howard Centre.

Supermarkets

- Sainsbury's - located on Wigmores South with a large car park. Argos who form part of the same parent company have now closed their store Fretherne Street having relocated into Sainsbury's. Plans have been submitted to Welwyn Garden Council to convert the former Argos to a gym. Planning permission (6/2019/0402/FULL) was granted on 31 May 2019 to convert the former and long-term vacant Argos unit to a gym.
- Waitrose - located on the opposite side of the roundabout to John Lewis.
- Tesco – Oldings Corner Retail Park.
- Morrisons – located on Black Fan Road.
- Aldi – located on Bessemer Road and at Hatfield Business Park.
- Lidl – located on Moors Walk.

10.0 THE FUTURE OF DEPARTMENT STORES

Overview

The decline of department stores has been well documented in recent times and comes in direct proportion to the rise of the 'brand'. The allegiance of the modern shopper is increasingly to their favourite brand, not necessarily to a physical space, particularly when in the case of Welwyn Garden Debenhams store, the space no longer accords with modern day requirements.

This decline effectively started with BHS which collapsed spectacularly in 2016.

Both Debenhams and House of Fraser have been criticised as having very little identity as a brand and as a result, both are looking to significantly cut the size of their respective store portfolios.

This is not entirely specific to the UK market, we have seen the downward trend of department stores on a global basis including declines/store closures for Myer in Australia, Karstadt and Kaufhof in Germany, Macy's and Sears in the US and Brown Thomas in Ireland.

The Council need to understand that the future for department stores will be speciality and trophy orientated in the future. This commentary is expanded on in the section below in reference to the performance of the likes of Selfridges, Liberty and Harvey Nichols. It would seem that large legacy chains have a limited future.

Debenhams

The gradual demise of Debenhams has been reported over a relatively long period of time. Debenhams currently trades from 178 stores across the UK, Ireland and Denmark.

Back in April 2018, Debenhams reported an 84.6% drop in pre-tax profits as part of its half year results. Like for like sales declined by 2.2%, although there was a 9.7% increase in sales online.

Debenhams initially reported that over the forthcoming 5 years, the company would review the closure of up to 10 UK stores.

The strategy being employed at the time by Debenhams, was to offload sublet space to complimentary occupiers including restaurant/leisure uses, gyms and shared office space. This is in similar fashion to other retailers in the market, who have sought to either sublet space or share it by way of concessions.

Debenhams had originally been talking to landlords about reducing space at 30 stores. Their ability to deliver this strategy was ultimately hampered due to the capital costs of subdividing the space and Debenhams preference to release upper floor rather than ground floor space.

Sweat! Gyms agreed a deal on 3 locations, the first of which originally launched in Sutton at the end of last year, comprising 1,626 sq m (17,500 sq ft). The Sutton Sweat! Club was due to be followed by 2 further sites in Manchester and Bristol, however the gym business has now also been subject to administration.

Debenhams' link up with Sweat! followed the retailer's partnership with Blow LTD to provide beauty services as well as Maisons du Monde and Swoon! to retail homewares within Debenhams stores.

The details of the CVA which has now been approved by creditors is documented in the section above and the retailer has already confirmed in the case of Welwyn Garden City, its intention to vacate at the beginning of next year.

It doesn't appear that Debenhams have invested enough in improving their image. Whilst this seems to be an issue across their portfolio, it is particularly the case at Welwyn Garden City with no upgrading of shop floors or product ranges.

We have included a number of photographs showing a poor retailing environment both internally and externally. The building and surrounds are outdated in terms of the demand for quality retailing requirements.

Major fashion brands are operating in an extremely competitive market. Anyone looking at this store from a distance would argue that the writing has been on the wall, in that Welwyn Garden City is typical of many stores across the Debenhams estate, being poorly configured for a modern retail experience, making it extremely difficult for customers to navigate the store.

The Debenhams store trades over 3 levels, ground, first and second floor levels, each with a relatively small footplate. The ground floor sales area is just over 743 sq m (8000 sq ft) and simply isn't fit for modern day department store requirements.

Recent planned department store developments have tended to be over 2/3 levels with footplates ranging from 2,787 sq m – 3,716 sq m (30,000 – 40,000 sq ft)

It remains to be seen how Debenhams performs over the next few years, their new Watford store has been heralded as the future for the business. The store opened at the end of 2018, arranged over 3 levels comprising 7,990 sq m (86,000 sq ft). Described by Sergio Bucher, Debenhams CEO as the 'department store of the future', Watford is the first Debenhams store in the country to have a Beauty Hall and Gin Bar.

Before this and in addition to Stevenage, Debenhams also opened in Wolverhampton's Mander Centre in 2017 comprising 8,640sq m (93,000 sq ft).

Ultimately, the problem with the size of the store in Welwyn is that it doesn't allow Debenhams to offer their full range of product and is absolutely dwarfed by John Lewis.

House of Fraser

The future of House of Fraser remains uncertain under the ownership of Mike Ashley who bought the company out of administration in August 2018 for £90m

Sports Direct bought all of the 59 House of Fraser stores including the 31 that had previously been earmarked for closure, under a previous restructuring plan.

At the time, Mike Ashley vowed to keep 80% of the stores open protecting the 17,000 employees that were in danger of losing their jobs, declaring ambitions to turn the department store into the 'Harrods of the High Street'.

Analysts have argued that House of Fraser should have slimmed down its portfolio a long time ago, but this has been difficult with expensive legacy lease arrangements. The group has suffered many years of under investment and its stores need a complete overhaul to reposition itself anywhere close to what is being suggested.

It is still not clear what Mike Ashley wants to do with the retail chain, 9 months on from the CVA he seems focused on keeping open stores, to date only 4 have closed.

M&S

M&S announced last year a plan to close 100-plus stores by 2022. It has already closed 30 outlets with a further 8 set to close.

Stores in Kettering and Northampton were earmarked as part of this initial closure plan.

A further wave of 17 proposed store closures were announced in January, which included Luton and Bedford.

Under the plan, M&S is eliminating 25% of the floor space devoted to clothing and homewares, in an attempt to make it more relevant. The company wants to move a third of its sales online and to have fewer stores in better locations.

There are rumours that M&S want to leave their store in The Howard Centre.

M&S will not look at a relocation in Welwyn Garden City.

Primark

Primark has bucked the trend posting a 25% jump in half year profits with sales growing by 4% to £3.6bn.

The retailer has recently opened the biggest store in its global estate in Birmingham to much fanfare.

The five floor 14,864sqm (160,000 sq ft) store is Primark's 187th in the UK and is believed to have cost the retailer around £70m.

It has since opened a new 6,968sqm (75,000 sq ft) store in Centre:MK Shopping Centre, situated in a former BHS, other openings include Hastings, Bluewater and Belfast.

In the past few months, Primark have relocated to larger premises in Harrow and Merry Hill.

Primark have confirmed that the Debenhams store is not big enough for them, although even if it was, they are unlikely to look at representation in the city.

This is confirmed in an email dated 25th July 2018 from Sara Tack at Primark/AB Foods:

'Damian

Hi Welwyn Garden City isn't a large enough shopping location for Primark so even if you extended it would not be an acceptable location.

Regards
Sara

Sara Tack
Property Executive
Primark Property

Primark Stores Ltd
10 Grosvenor Street
London
W1K 4QY'

John Lewis

John Lewis announced a profit warning in March last year. Profits fell 77% to £103.9m in the year to the end of January 2018. The figures from Waitrose were particularly poor.

Christmas trading performance has brought some more positive news, with an uptick in like for like sales, which continued through the early part of the year boosted by a surge in fashion sales.

For the week ending 2nd March, sales at the group bounced back with a 4.5% growth year on year. New season clothing was up by 17%.

John Lewis has traditionally driven a strategy to develop heavily in its own brand. More recently they have focused on differentiation rather than scale. The retailer has sought to get back to value and integrity, at the same time developing a longer term strategy that heavily prioritises innovation and service.

In terms of Welwyn Garden City, the fact that the store is so huge, is a major factor in deterring any other department store operators from taking representation.

As mentioned above, we are aware that the JLP store is not trading as well as previous years and there may be a wider strategy to rationalise the space.

Beales

At the back end of last year, Beales acquired Palmers, an historic East Anglian department store chain, with stores in Great Yarmouth and Lowestoft. Following the management buyout of Beales, the total number of stores in the portfolio has increased to 23.

We are waiting to hear back from their Property Director, Tony Brown as to whether this opportunity is of interest.

We suspect however that following the purchase of Palmers, Beales will be reluctant to expand still further at this stage.

TJ Hughes

Lewis Home Retail, which trades under the TJ Hughes brand is planning to expand its portfolio of stores. It currently trades from 27 stores across the UK and has delivered a turnaround in profits, their pre-tax figure has climbed to £1.37m with sales up almost 4% to £69.8m.

TJ Hughes new store requirement is for between 1,858 – 4,645 sq m (20,000 – 50,000 sq ft), with a minimum of 1,115 sq m (12,000 sq ft) at ground floor and with trading accommodation over a maximum 2 floors.

As such, the Debenhams store is likely to be too small for TJ Hughes.

Selfridges, Liberty, Harrods, Harvey Nichols and Fortnum and Mason

These are obviously all premium department stores that have set themselves apart from the rest with their unique shopping experience.

Selfridges has redeemed itself with experience over retail, an example of a brand with a purpose built around creativity and vision. The company has recently reported sales of £1.75bn, 11.5% up on the same time last year, with operating profits rising by £181m.

Investment for them continues to be all about their existing stores, which has recently included the opening of their new Accessories Hall in London and in Birmingham, together with the opening of in-store boutiques such as Louis Vuitton and Tiffany.

Liberty also has that point of difference being all about opulence, decoration and pattern and is entirely London centric.

Harvey Nichols has 7 stores in the UK and Ireland, consisting of 5 large-format stores in London, Edinburgh, Birmingham, Leeds and Manchester and 2 smaller format stores in Bristol and Dublin.

Without wishing to state the obvious, none of these boutique department operators are likely to consider representation in a location such as Welwyn Garden City, as the location is not in any way in keeping with their existing portfolio.

11.0 **CONCLUSION**

Our conclusion based on the investigations detailed above, is that it is highly unlikely that demand for the subject property will come from a traditional department store operator.

Our commentary above highlights that this particular sector of the market is continuing to go through a significant period of change with reduced store numbers and an emphasis on prime cities around the UK.

Only the premium department stores are showing any sign of sales growth and their portfolios are firmly centred on Central London or major Regional Centres. In our opinion, there are no circumstances whatsoever where these operators would consider representation in Welwyn Garden Centre.

Even if the traditional department store operators were willing to consider representation, the Debenhams store size and individual floor plates would be too small for them.

The comments received from Primark are proof of this, rejected on both the size of the unit and also Welwyn Garden City as a retailing destination.

The overall dominance of John Lewis in the city and also its proximity to the subject premises is a major factor in the negativity of operators taking the space in its entirety.

John Lewis has prominence to major arterial routes through the city centre with dedicated car parking. This is in contrast to Debenhams which is effectively situated in 'no man's land' midway between John Lewis and The Howard Centre. It suffers from having no car parking which has also deterred supermarket operators from looking at the retail location.

We have annexed to this report all of the retailers that we consider could potentially trade from the **whole** of the store arranged on multiple levels. The schedule includes details of when they were approached and their responses.

We have also annexed to this report a schedule of all the retailers that we consider could potentially trade from **part** of the store – principally the ground floor. Again, the schedule includes details of when they were approached and their responses.

Our experience is that traditional anchor fashion operators such as H&M, New Look, Top Shop and River Island are increasingly confining their sales requirement SOLELY to ground floor level. These retailers have found it extremely difficult to persuade their customers to access upper floor levels.

As such, we think that the Council need to accept the fundamental shift in retailers moving away from trading over multiple levels, as has been traditionally common place with department store buildings.

Debenhams are located in a secondary position in the town and as such any demand is likely to come from alternative use occupiers. This will include residential, workspace, discount/value retail, restaurants, bar, gym and other leisure operators.

Residential uses will be confined to the upper floors on the building.

It is our overriding recommendation that the Council supports these alternative uses, as the building is an important link between the Howard Shopping Centre and John Lewis.

The prospect of this unit becoming and potentially remaining vacant for a prolonged period would have an adverse impact on the overall retail circuit and the vitality and viability of Welwyn Garden City centre.

Therefore, it is essential that long term alternative uses are in place well in advance of lease expiry.

We trust that this report is sufficient for your purposes, however please do not hesitate to contact us for further clarification on any particular point.

Damian Sumner
Brasier Freeth – Partner
14 June 2019

26 STONEHILLS, WELWYN GARDEN CITY

OPERATORS WHO COULD TRADE FROM A BUILDING OF 3,148SQM

COMPANY	CATEGORY	DATE SENT	RESPONSE DATE	COMMENTS
B&M	Value retail	13.03.19	28.05.19	Not interested in the property.
Bannantynes	Gym/Leisure	13.03.19		No interest.
Beales	Department Store	13.03.19		No interest.
Co-op	Food Store	13.03.19		No requirement for Welwyn Garden City.
Curzon Cinemas	Cinema	13.03.19		Too small.
DW Fitness	Gym/Leisure	13.03.19		No requirement for Welwyn Garden City.
DW Sports	Sports/Outdoor	13.03.19		No requirement for Welwyn Garden City.
Everyman	Cinema	13.03.19		No requirement for Welwyn Garden City.
Greene King	Public House	13.03.19		No requirement for Welwyn Garden City.
Habitat	Homewares & Furniture	13.03.19		No interest.
Harvey Nichols	Department Store	13.03.19		No interest.
Lidl	Food Store	13.03.19		No interest.
Matalan	Fashion	13.03.19		Property not of interest.
McMullen	Public House	13.03.19	21.03.19	No requirement for Welwyn Garden City.
Metro Bank	Bank	13.03.19		No requirement for Welwyn Garden City.
Mitchells & Butler	Public House	13.03.19		Property not of interest.
Oakman Inns	Public House	13.03.19	03.05.19	Property not of interest.
Primark	Fashion	24.07.18	25.07.18	WGC not large enough shopping location.
QD Stores	Department Store	13.03.19	13.03.19	No requirement for Welwyn Garden City.
Screw Fix	DIY	13.03.19		Ground floor too small. Only trade from a single floor due to their operational requirements.
Selfridges	Department Store	13.03.19		No interest.
Southern Co-op	Food Store	13.03.19		No requirement for Welwyn Garden City.
Sports Direct	Sports/Outdoor	13.03.19	26.03.19	No requirement for Welwyn Garden City.
Stonegate Pub Co	Public House	13.03.19		Property not of interest.

26 STONEHILLS, WELWYN GARDEN CITY

COMPANY	CATEGORY	DATE SENT	RESPONSE DATE	COMMENTS
The Arc Cinema	Cinema	13.03.19		No requirement for Welwyn Garden City.
Tivoli Boutique Cinema	Cinema	13.03.19		Property not of interest.
TJ Hughes	Department Store	07.07.18		No requirement for Welwyn Garden City.
TK Maxx	Fashion	13.03.19	28.03.19	No requirement for the town, because of the proximity of Hatfield, Hemel, Stevenage, St Albans etc which means they have adequate cover in this geographic area.
Travelodge	Hotel	13.03.19	12.04.19	No requirement for Welwyn Garden City.
Wilkinsons	DIY	13.03.19	03.05.19	Ground floor too small.

OPERATORS WHO COULD TRADE FROM PART OF THE BUILDING

COMPANY	CATEGORY	DATE SENT	RESPONSE DATE	COMMENTS
Action Bikes	Sports/Outdoor	13.03.19	13.03.19	No requirement for Welwyn Garden City.
Adventure Golf	Gym/Leisure	13.03.19		No interest.
Age UK	Charity	13.03.19		No interest.
Aldi	Food Store	13.03.19		No interest.
All Bar One	Catering	13.03.19		No interest.
Anytime Fitness	Gym/Leisure	13.03.19	02.05.19	No requirement for Welwyn Garden City.
Be at One	Catering	13.03.19		No interest.
Benson for Beds	Homewares & Furniture	13.03.19		No interest.
BHF	Charity	13.03.19	14.05.19	No requirement for Welwyn Garden City.
Bo Concept	Homewares & Furniture	13.03.19		No interest.
Botanist	Catering	13.03.19		No interest.
Brasserie Blanc	Catering	13.03.19		No interest.
Casual Dining Group	Catering	13.03.19		No requirement for Welwyn Garden City.
Comptoir Libanais	Catering	13.03.19		No requirement for Welwyn Garden City.
Cosmo	Catering	13.03.19	09.04.19	Too small a market to be considered.
Cost Cutter	Convenience store	13.03.19		No interest.
Cosy Club	Catering	13.03.19		No interest.
Cycle Bar	Gym/Leisure	13.03.19		No interest.
Cycle Republic	Sports/Outdoor	13.03.19		No interest.
Cycle Surgery	Sports/Outdoor	13.03.19		No interest.
Davids Bridal	Fashion	13.03.19		No interest.
Deichmann Shoes	Footwear	13.03.19		Only interested in being represented within The Howard Centre.
Dentix	Dentist	13.03.19		No interest.
Dreams	Homewares & Furniture	13.03.19		No interest.
Dunelm	Homewares & Furniture	13.03.19		No interest.
Dwell Retail Ltd	Homewares & Furniture	13.03.19		No requirement for Welwyn Garden City.

26 STONEHILLS, WELWYN GARDEN CITY

COMPANY	CATEGORY	DATE SENT	RESPONSE DATE	COMMENTS
Easy Gyms	Gym/Leisure	13.03.19		No requirement for Welwyn Garden City.
Edinburgh Woollen Mill	Fashion	13.03.19	10.05.19	Potentially for Peacocks circa 650sqm (same group). Would be prepared to occupy part of the ground floor which is 821sqm.
Energie	Gym/Leisure	13.03.19		No requirement for Welwyn Garden City.
Explore Learning	Educational	13.03.19		No interest.
Farm Foods	Food Store	13.03.19		No interest.
Feather & Black	Homewares & Furniture	13.03.19		No interest.
Fit4less	Gym/Leisure	13.03.19		No interest.
Fitness4Less	Gym/Leisure	13.03.19		No interest.
Franco Manca	Catering	13.03.19		No interest.
Fullers	Public House	13.03.19		No interest.
Fun Learning	Educational	13.03.19		No interest.
Futon Company	Homewares & Furniture	13.03.19		No interest.
Giggling Squid	Catering	13.03.19		No interest.
Gym Etc	Gym/Leisure	13.03.19		No interest.
Heron Frozen Foods	Food Store	13.03.19		No interest.
Hitio Gym	Gym/Leisure	13.03.19	03.05.19	Interested in 557sqm on ground with dedicated parking.
Home Bargains	Value Retail	13.03.19		No interest.
Iceland	Food Store	13.03.19	13.03.19	Currently located on Fretherne Road. Do not trade well in Welwyn Garden City. Have no interest in relocating.
Imotion Gym	Gym/Leisure	13.03.19		No interest.
JD Gyms	Gym/Leisure	13.03.19		No interest.
Just for Pets	Pet service	13.03.19		No interest.
Lakeland	Homewares & Furniture	13.03.19		No interest.
Laura Ashley	Fashion	13.03.19		No interest.
Loungers	Catering	13.03.19	07.05.19	Potentially interested in 325sqm.
Lussmans	Catering	13.03.19	12.04.19	Property not of interest.
Mackays	Fashion	13.03.19	07.04.19	No requirement for Welwyn Garden City.
Magnet Kitchens	Showroom	13.03.19		No requirement for Welwyn Garden City.
Marstons	Public House	13.03.19		No interest.

26 STONEHILLS, WELWYN GARDEN CITY

COMPANY	CATEGORY	DATE SENT	RESPONSE DATE	COMMENTS
McColl	Convenience Store	13.03.19		No interest.
Mountain Warehouse	Sports/Outdoor	13.03.19		Property not of interest.
NRG	Gym/Leisure	13.03.19		No requirement for Welwyn Garden City.
One Below	Value Retail	13.03.19	26.04.19	Property not of interest. Only looking at fitted units.
PamPurredPets	Pet Service	13.03.19		No requirement for Welwyn Garden City.
Peoples Fitness Club	Gym/Leisure	13.03.19		No requirement for Welwyn Garden City.
Pets Corner	Pet Service	13.03.19		No interest.
Pets and Friends	Pet Service	13.03.19		No interest.
Pets@home	Pet Service	13.03.19		No requirement for Welwyn Garden City.
Prime Steak	Catering	13.03.19		No interest.
Pure Gym	Gym/Leisure	13.03.19		Only interested in units with dedicated parking. There's no dedicated parking.
Revolution	Catering	13.03.19		No interest.
Robert Dyas	Homewares & Furniture	13.03.19		No interest.
Salvation Army	Charity	13.03.19		Property not of interest.
Savers	Health & Beauty	13.03.19		Currently located at 31 Stonehills. No relocation requirement.
Schmidt Kitchens	Showroom	13.03.19	26.04.19	No requirement for Welwyn Garden City.
Scope	Charity	13.03.19		No interest.
Sue Ryder	Charity	13.03.19		No interest.
Superdrug	Health & Beauty	13.03.19		Currently located at 22/24 Howardsgate. No relocation requirement.
Tesco	Food Store	13.03.19		No requirement for Welwyn Garden City town centre. Have an extra store at Oldings Corner, Hatfield and 2 Express stores in Welwyn Garden City at Falcon Way and Moors Walk.
The Bath Store	Showroom	13.03.19		No interest.
The Gym Group	Gym/Leisure	13.03.19	07.05.19	Only interested in unit with dedicated parking. There's no dedicated parking.
The Salvation Army	Charity	13.03.19		Property not of interest.
TruGym	Gym/Leisure	13.03.19		Property not of interest.
Turtle Bay	Catering	13.03.19		No interest.
Wagamamas	Catering	13.03.19		Interested in 372sqm on ground if uppers become destinational (i.e. cinema/leisure).
Xercise4Less	Gym/Leisure	13.03.19		No interest.

- Lettings & Sales
- Acquisitions
- National Retail Agency
- Building Surveying
- Project Management
- Lease Advisory Services
- Valuations & Rating
- Property Management
- Planning & Development Consultancy