

Our ref: JW/HD/19-WGC002555

13th November 2019

Stephen Barker
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Dear Mr Barker,

40 Wigmores North, Welwyn Garden City AL8 6PH

Marketing Activity

Since receiving formal instructions to market the subject premises on 31st September 2018, we have actively marketed the property and unfortunately there has been a very low level of interest.

The marketing campaign has been undertaken in accordance with our advice and includes direct and indirect marketing as well as including a targeted campaign to independent ladies and menswear retailers located in the region as we felt the existing high class shopfitting could be utilised by such retailers.

I attach a Marketing Activity Schedule (Appendix 1) which sets out the marketing events which have occurred since commencing marketing of the subject site over 12 months previously. I have attached a copy of the property's marketing particulars for your information (Appendix 4).

The marketing activities went beyond that which would normally be necessary due to the lack of demand. The marketing included specific hard copy mailing to 109 male and female fashion shops (a list of these retailers is included in Appendix 3).

There has also been a permanent and very prominent TO LET board on the site since October 2018 seeking enquiries and interest from potential occupiers.

Details of the property are also included on a list of Retail properties we are marketing which is sent out monthly to over 1,000 retail applicants.

Details of the property are posted on our own and third party websites including EG Property Link, Rightmove Commercial, CoStar, Shopproperty and Realla; details are sent out through shopproperty which again goes to a very large number of retailers and agents instructed by occupiers to find retail property for their clients.

The various marketing activities combined represent a full and comprehensive marketing campaign on a local and national scale, suitable for identifying what retail occupier demand there would be for the subject property.

I have attached a Marketing Interest schedule (Appendix 2) which outlines in brief the nature of the enquiries received of a substantive nature and the actions taken subsequently.

Summary

I feel that the above activities have given the property full exposure to the retail occupational market. The volume of enquiries received and more importantly the levels of continued engagement have been very low.

In conclusion, we have not been able to find demand from retailers for the premises which is considered to be a relatively poor location in the town with low footfall.

We have, however, been able to agree terms with a nail bar and beauty salon operator which will create employment and vitality and will be retail in character attracting regular short term visits by customers and we feel such use is entirely appropriate in all the circumstances and hope the Council will be prepared to grant the Sui- Generis use.

Yours sincerely,

J Woolf BSc (Hons) MRICS
Surveyor
Brasier Freeth LLP
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Enc.

Appendix 1

Marketing Activity Schedule

Date	Event
9 th October 2018 – to date	Marketing Particulars
9 th October 2018	Property particulars emailed to internal applicants on Brasier Freeth’s database who have A1/A2 requirements for Welwyn Garden City.
9 th October 2018 – to date	Property particulars uploaded to the following websites:- Brasier Freeth company website, EG Property Link, Rightmove Commercial, CoStar and REALLA.
9 th October 2018	Property particulars circulated to 411 agents via EACH.
12 October 2018 – to date	5x4 ft V shaped “TO LET” Board at the premises.
22 October 2018	Property particulars were posted to 109 fashion retailers located in surrounding areas.
7 TH Jan 2019	Property particulars circulated to 412 agents via EACH.
8 th Jan 2019	Property particulars circulated to 345 agents via ShopProperty.
9 th Jan 2019	Property particulars emailed to internal applicants on Brasier Freeth’s database who have A1/A2 requirements for Welwyn Garden City.
26 th Jan 2019	Property Particulars circulated to 352 agents via ShopProperty.
21 st Feb 2019	Property particulars emailed to internal applicants on Brasier Freeth’s database who have A1/A2 requirements for Welwyn Garden City.
1 st May 2019	Property particulars circulated to 376 agents via EACH.
3 rd May 2019	Property particulars emailed to internal applicants on Brasier Freeth’s database who have A1/A2 requirements for Welwyn Garden City.
1 st August 2019	Property particulars emailed to internal applicants on Brasier Freeth’s database who have A1/A2 requirements for Welwyn Garden City.

Appendix 2

Marketing Interest

Date	Occupier	Comments
15 October 2018	Zoey's Play Cafe	Children's play café start-up. Details provided. It was considered that they may require A3 given their business involved cooking hot food for customers. No further feedback received.
29 th October 2018	Bradford & Howley Estate Agents	Detailed provided. They viewed but did not make an offer. Feedback was that they considered there to be too much business uncertainty to proceed with this new branch.
5 th November 2018	Mister Men's clothing and barbering	Viewed and made an offer was submitted by the tenant. This accepted (subject to contract) by the landlord. Solicitors were instructed to prepare the lease and were at an advanced stage when the tenant decided to pull-out of the transaction. We were informed that this was because the tenant became aware that Hugo Boss would not supply this premises with their products which the tenant considered to be of paramount importance to his business. The reason we are told, given by Hugo Boss was that John Lewis (who are a substantial customer) advised that they would prefer they not supply a local competitor.
11 th January 2019	Coffee Lab	Details sent and initial interest shown. However, the tenant advised that they were favouring other towns over Welwyn Garden City and decided to open another coffee shop which was in Ware.
23 rd January 2019	Magic Scissors barbers	Viewed the property but expressed the view that the shop was too large and footfall too low in order to be a viable option for their business.
31 st January 2019	Cats Protection	Details sent and viewing arranged. The occupier cancelled the viewing on the day and did not wish to rearrange despite repeated attempts by us to arrange another appointment.

11 th February 2019	Mobile phone and other electronics repairs start-up	Viewed, chased for feedback on several occasions but no response.
27 th February 2019	Jennifer's Nails	Expressed interest and viewed but no further feedback given.
3 rd May 2019	E-cigwizard (e-cigarette shop)	Expressed interest and viewed but indicated that footfall was too low and the shop was too large for their requirement. They suggested they only need 500 sq.ft units.

Appendix 3

Male and Female Fashion Retailers in Surrounding Towns who we posted particulars to

Company Name	Address	Town
Friends	29c North Street	Bishops Stortford
Be Gorgeous Styles by Mimmie	19 Buckton Road	Borehamwood
Mandy's Heaven	Bramberry Thatch 3 Grays Cottages	Buntingford
Jazza Clothings	10 Boyd Close	Bishops Stortford
Rosita Lollipop	2 Paynes Park	Hitchin
Miss Runway	95a The Parade High Street	Watford
Speedway Clothing	345 Watling Street	Radlett
Hype Clothing	24 Jackson Square	Bishops Stortford
Ink Clothing Ltd	Amertrans Park Bushey Mill Lane	Watford
Epiphany Clothing	11 Riverside Walk South Street	Bishops Stortford
Chesca 14-24	Unit 3b Christopher Place	St Albans
L.K. Bennett	Unit 21 Christopher Place	St Albans
Story Boutique	102 Cockfosters Road	Barnet
S9 Muses Ltd	P.O.Box 779	Rickmansworth
Maroulla Designs	1 Maynard Place	Potters Bar
Bargain Chic Ltd	2 Watford Heath Farm Pinner Road	Watford
Charli	50 Moxon Street	Barnet
Shanyaal Fashion	37 Durban Road East	Watford
Number One Boutique	1 Main Parade	Rickmansworth
Malika	12 Whippendell Road	Watford
Laurie Trousers	39 Churchyard Walk	Hitchin
Dresswise Boutique	10 Shenley Road	Borehamwood
Chi-Chi Fashions	Unit 30 The Spires Shopping Centre	Barnet
Top Notch Design	53 Great North Road	Hatfield
Planet	6-8 The Arcade	Hitchin
Niche	13 Burford Street	Hoddesdon
CJ's	10 Central Approach	Letchworth Garden City
Hype Clothing	24 Jackson Square	Bishops Stortford
ZA Boutique	Heath View, The Heath	Bishops Stortford
Fenella	77 High Street	Ware
The Dresser	19a High Street	Kings Langley
Europe Apparel Ltd	3 Bishops Square	Hatfield
Koar Boutique	2 Florence Walk	Bishops Stortford
Peta Shaw	38 Fore Street	Hatfield

The Salvage Store	Unit 4 Slades Farm Butterfly Lane	Borehamwood
Lulu & Fred	102-104 Watling Street	Radlett
Bewise Ltd	45 Town Centre	Hatfield
Norie Beautique	82 High Street	Ware
Susu	21-25 High Street	Welwyn
Home Living	209-211 Marlowes	Hemel Hempstead
Epiphany Clothing	11 Riverside Walk South Street	Bishops Stortford
Fake Fur Fashion	The Kinetic Centre Theobald Street	Borehamwood
Utopia Boutique	82 Queensway	Stevenage
Bora Bora	Battlers Green Farm Battlers Green	Radlett
Fashion Style	4 Sandpit Lane	St Albans
Baguette Express	Unit 10b-11b The Harlequin Centre	Watford
Vintage Garms Ltd	Vintage House Imperial Way	Watford
Zip Up	105a High Street	Rickmansworth
Fullwoods	10 Leyton Road	Harpenden
Marc Cain	5 George Street	St Albans
Earley's	9 George Street	St Albans
Adora	7 Market Street	Hertford
Ann Maries	10-11 Church Yard	Hitchin
Myla Clare	106 Watling Street	Radlett
Donna	15 Heddon Court Parade Cockfosters Road	Barnet
Mary's of Enfield	27 High Street	Hoddesdon
Exist	19-21 High Street	Watford
Nels Belles Boutique	12-12a Cheshunt Centre 58 High Street	Waltham Cross
The Dressing Room	6-8 High Street	St Albans
Oui	14 Bowers Parade, High Street	Harpenden
Coffee & Crème	12 Money Hill Parade	Rickmansworth
Mary Brooks Fashion	246 High Street	Berkhamsted
Rubarb	21 Churchyard	Hitchin
The Block	72b High Street	Rickmansworth
Aristocrat Exclusive Ladies & Menswear Ltd	3-4 The Chantry Hadham Road	Bishops Stortford
Eastex	2-8 Bucklersbury	Hitchin
Red Velvet	Christopher Place	St Albans
No.8 Boutique	8 Bakers Walk	Sawbridgeworth
Injeanious Ltd	88 Watling Street	Radlett
Eveningdresses.co.uk	38 Market Street	Watford
Hidden Closet	1 Library Court Brewery Road	Hoddesdon

KKO London	100 East Barnet Road	Barnet
Labels for Less	139a-141 High Street	Waltham Cross
Pretty Lavish Ltd	113 Fore Street	Hertford
The Fashion Outlet Store	34 Darkes Lane	Potters Bar
Suzy D	38-40 High Road	Bushey
Simply French Ltd	9 Holywell Hill	St Albans
Muse Lifestyle Ltd	238 High Street	Berkhamsted
Bonney's Boutique	47 High Street	Buntingford
Dilly Dally	6 Swan Court, High Street	Waltham Cross
Fuse Boutique	39 High Street	Tring
Fly Style	8 Florence Walk North Street	Bishops Stortford
Boutique 94	94 High Street	Ware
Makana	153 High Street	Berkhamsted
Kisses	41 High Street	Royston
Hazel Walker & Daughter	39 Churchyard	Hitchin
U Neak	38 The Square Marlowes	Hemel Hempstead
The Closet	65 Darkes Lane	Potters Bar
Miss C Boutique	150 High Street	Berkhamsted
Mie-Style	16 Riverside Walk South Street	Bishops Stortford
Hawkins Fashion	27a College Road	Waltham Cross
Muse Boutique	12 Bridge Street	Bishops Stortford
Bows Boutique	158-160 Aycliffe Road	Borehamwood
Cache	68 High Street	Harpenden
Luna	33 Hermitage Road	Hitchin
Froxx	57 High Street	Kings Langley
MK1	114b High Street	Watford
Gemini Fashions	28 Church Yard	Hitchin
Danielle 2	18 Station Road	Harpenden
Amelie Fashion	264 High Street	Berkhamsted
The Forge Boutique	280 High Street	Berkhamsted
Cream	John Street	Royston
Beau Collection	2 Princes Parade	Potters Bar
Husen Moda	9 Market Place	St Albans
The Shining City of Wardrobe	7 West Alley	Hitchin
Boutique	25 George Street	St Albans
Impressions	30 Jackson Square	Bishops Stortford
Woosters	51 High Street	Harpenden
James lakeland	72a High Road	Bushey

Appendix 4

Property Marketing Particulars

RETAIL UNIT TO LET

WELWYN GARDEN CITY 40 WIGMORES NORTH, AL8 6PH

**brasier
freeth.**
CHARTERED SURVEYORS

Wentworth Lodge
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LOCATION

The premises is located within Welwyn Garden City town centre close to the **John Lewis Department Store**. Other multiples include **Marks & Spencer, Waitrose, Debenhams, Next** and **H&M**.

The train station is nearby the property and provides regular services to London King's Cross (fastest journey time of 27 minutes).

DESCRIPTION

The property is arranged over ground floor only with kitchen, store and WC to the rear. It benefits from rear loading facilities.

ACCOMMODATION

The property has the following approximate dimensions and floor areas:-

Internal Width	6.89 m	22 ft 7 ins
Ground Floor Sales	98.45 sq m	1,060 sq ft
Ground Floor Ancillary	15.05 sq m	162 sq ft
Total	113.50 sq m	1,222 sq ft

TERMS

Available on a new lease from the freeholder on terms to be agreed.

RENT

£38,500 per annum exclusive plus VAT (if applicable).

EPC

The EPC has been commissioned and is awaited.

RATES

The VOA website shows an entry in the 2017 Rating List of Rateable Value of £33,750.

For details of Business Rates payable, please refer to the Local Charging Authority, Welwyn Hatfield Borough Council - 01707 357026.

LEGAL COSTS

Each party are to be responsible for their own legal costs incurred in this transaction.

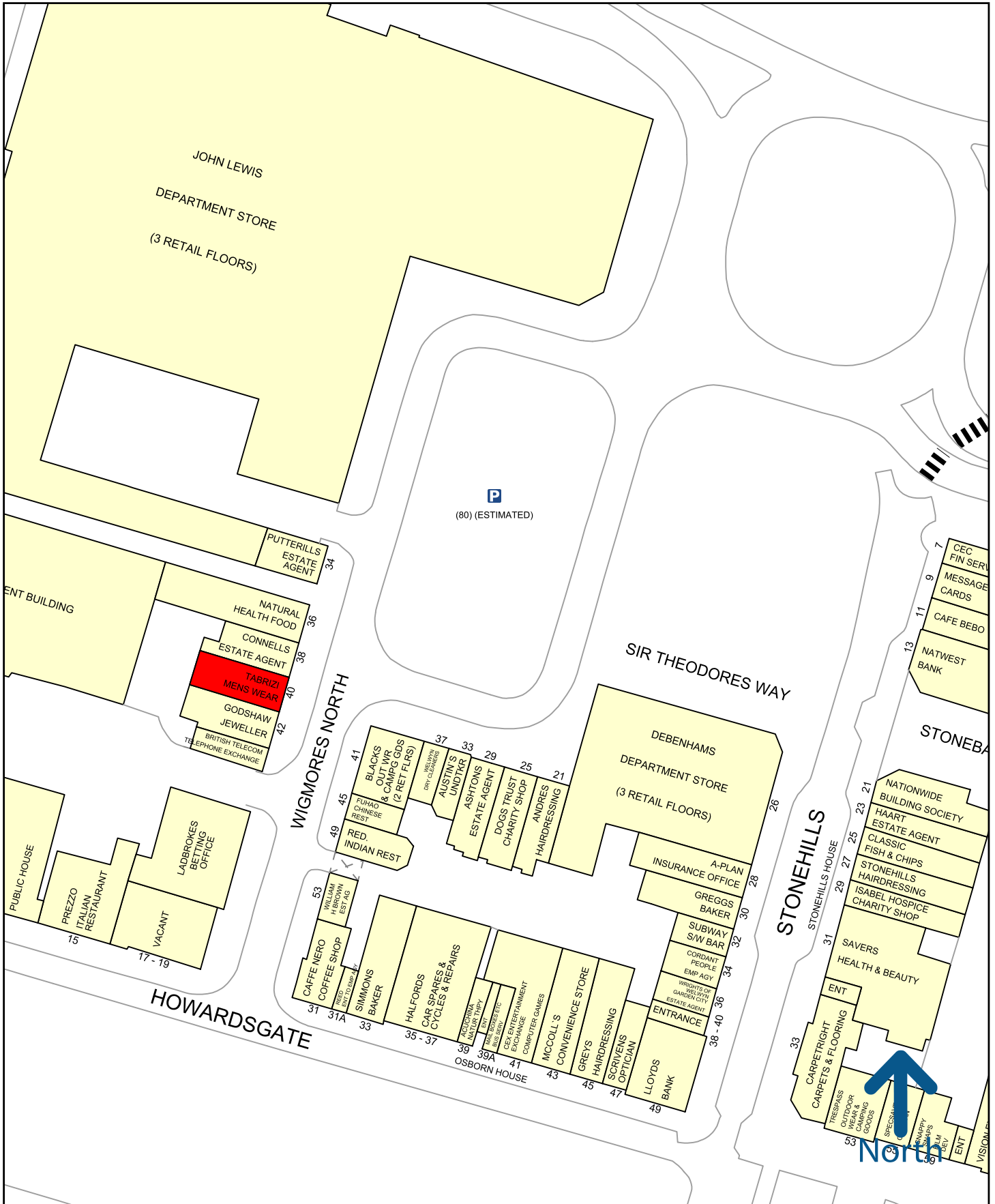
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VIEWING | Strictly by appointment through this office with:

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These particulars are intended as a guide and must not be relied upon as statements of fact and they are expressly excluded from any contract. All prices/rents quoted exclusive of VAT which may be payable. Regulated by RICS.



Experian Goad Plan Created: 21/09/2018
Created By: Brasier Freeth

