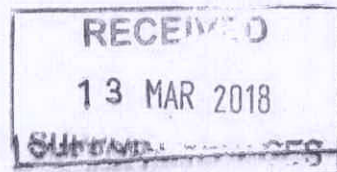




Your Property, Our Passion



## MARKETING REPORT

**109 Southend Road, Rochford, Essex, SS4 1HX  
(‘the Property’)**



**Prepared by Reed Residential Ltd.**

**9 March 2018**





1. We have been instructed to market the Property by Mr Tarkan Ali. The marketing efforts have been dealt with as a usual instruction to let the Property, focusing efforts on finding operators for the shop as A1 use.
2. We were first instructed in this matter in November 2017, and have marketed the Property since that time (the 'Marketing Period'). We are instructed that Mr Ali personally marketed the Property from April 2017 until our instruction, by erecting signage in a prominent location at the front of the Property. Mr Ali had no success marketing the shop as A1 use.
3. The Property was historically used as a hairdressing salon (within its A1 use). Mr. Ali has obtained written confirmation from the previous proprietor confirming that business was unsuccessful (Appendix A). The company accounts for the previous business show a trading profit in 2015 of £12,362 and in 2016 of £8,691. This proprietor has confirmed to Mr Ali that she would be willing to be contacted regarding this matter, to confirm any details. Taken with the proprietor's emailed statement, it seems fairly clear that the previous business was not successful when operating from the Property.
4. The Property has been marketed physically, in that we have erected signage, and also online; both on our company website (Appendix B) and on Rightmove (Appendix C).
5. There are two Rightmove marketing reports (1-12 December 2017 and 7 January – 8 March 2018) demonstrating the Property was viewed on Rightmove at least 409 times during the Marketing Period (Appendix D).
6. We received 6 enquiries about the Property during the Marketing Period which did not proceed beyond an initial telephone call:
  - a. 3 wished to use the Property as an A5 hot food takeaway;
  - b. 2 wished to use the Property as a café (mixed use A3/A5); and
  - c. 1 wished to use the Property as a bakery (mixed use A3/A5).
7. Once we informed the above enquirers that the current use class would not permit their intended business, and that they would have to apply to change use if they wished to proceed, all 6 enquiries lost interest and did not even wish to view the Property.
8. We received 4 telephone enquiries which led to viewings at the Property during the Marketing Period. Upon viewing:



a. 14 February. The enquirer decided that the Property was not big enough for his intended use and he was concerned by the circus that visits the site opposite. He wanted to open a newsagents but was aware of one existing nearby.

b. 19 February. The enquirer stated she wanted to open a tea rooms as she felt the local airport would create demand for such a business, however she recognised this would require a change of use and said she would consider it. We have tried to contact her again subsequently but as of yet she hasn't returned our telephone calls.

c. 5 March. The enquirer wished to use the Property to create a pizza delivery business (which he only instructed us at the viewing). We explained in person, during the viewing, that the Property has permission for retail use and not hot food. He has not followed up with us after the viewing.

d. 5 March. The enquirer was again seeking to open a hot food takeaway (Indian cuisine). Upon being informed of the use he told us he was going to speak with the local council and enquire about planning. As of yet we have not heard from him again.

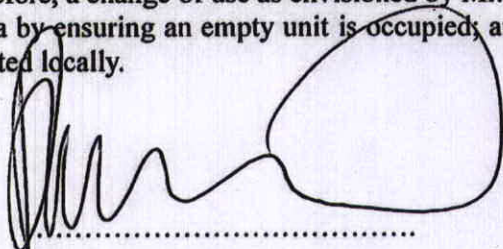
9. The evidence obtained (i.e. the previous owner's account and the lack of interest in A1 use demonstrated over the last 12 months of marketing, 5 months by us) shows:

- a. There is a strong demand for use of the Property by a commercial tenant;
- b. There is a very clear desire for A5 use; and
- c. There is no desire or benefit to anyone in restricting the Property to A1 use.

10. It is abundantly clear that the Property can be occupied relatively easily and quickly, but only once change of use to A5 has been granted.

11. Therefore, a change of use as envisioned by Mr. Ali under its application would add value to the local area by ensuring an empty unit is occupied, and that it is occupied by a business which is actually wanted locally.

Signed:



Reed Residential Ltd

Date:

12/3/2018

## APPENDIX A

### Previous Proprietor



12/1/2000



**From: Jackie Howlett [<mailto:ladystone74@gmail.com>]**

**Sent: 20 December 2017 13:42**

**To: Jonathan Hodge**

**Subject: re-conversation**

Hi Jonathan,

After my telephone call from you, I have recovered a document which my accountants drafted for the sale of my business (Miss cilicious)

I have attached this. And state in which this email is to confirm that I only did well in business for the 6/7 years in which I did with my loyal and high customer base in which I brought to 109 Southend Road. And am pursuing my business with its worth working in someone else's salon in Southend. I had to buy out a years rent to my landlord as I took out a 10 year lease. If I had of remained in my business due to my own ill health. I would have occurred a loss as there wouldn't have been any business coming into the establishment other than my original clientele I brought with!

I'm pleased I left as letting so many staff down as there was just not enough walk by trade for it to continue as a hairdressers.

I hope this is satisfactory.. Sorry for the late reply, but i'm sure you understand.

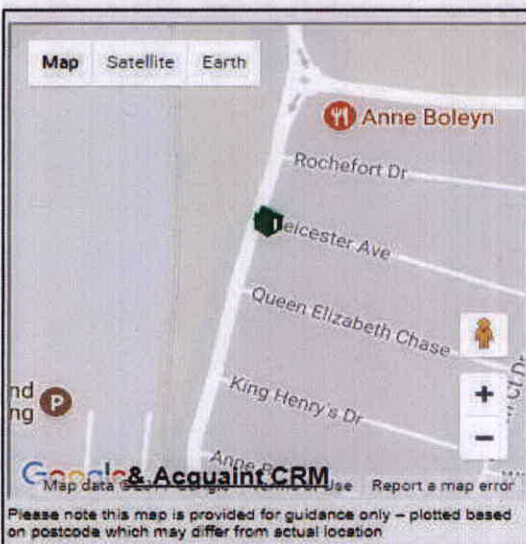
Kind Regards Jackie.

## APPENDIX B

<http://www.reedresidential.co.uk/property-to-rent-southend-road-rochford-pi2-REED3707.htm>

# REED

RESIDENTIAL



## Commercial Property, Southend Road, Rochford

### Price £8,500 pa Available Now

We offer for let this ground floor retail lock up shop situated along Southend Road, close to local rail links and London Southend Airport. The premise was formerly used as a hair dressers. The unit measures approximately 381 sq ft but does benefit from external space of approximately 310 sq ft. The property is available for a range of uses but all interested parties are urged to make sure that their intended use is suitable for its current use.

### Terms

The premises is available on a full repairing and insuring lease at a rent of £8,500 per annum. Term of lease is subject to negotiation

### Business Rates

The property is registered on the 2017 rating list as a shop and premises with a rateable value of £3,400.

### Location

Rochford is an old Market Town located on the northern outskirts of Southend -on-Sea. Mainline rail facilities are available at Rochford Station which is on the Southend Victoria to London Liverpool Street line. Rochford is approx. 2 miles north of the A127 Southend to London Arterial Road which in turn provides good access to the A130, the A13 and junction 29 of the M25 orbital motorway.

### Planning

Interested parties are recommended to make their own enquiries with the local Planning Authority to ensure that any proposed use is in accordance with the current planning policy. Telephone Rochford District Council on 01702 546 366.

### Legal Fees

All parties are responsible for paying their own legal fees.

### Viewing

All viewings are strictly via the agents, Reed on 01702 606888.

### Notice

All photographs are provided for guidance only.

### Contacting Us

Address : Sales/Lettings and Property Manager Team, 431-435 London Road, Westcliff on Sea, Essex, SS0 7HU  
Telephone : 01702 606888

Email :

Web : <http://www.reedresidential.co.uk>



## APPENDIX C



## Commercial Property to rent

Southend Road, Rochford

£708 pcm

See more properties like this one >

COMMERCIAL



Call: 01702 744069

Request Details

This property is marketed by:



Reed Residential, Westcliff

431-435 London Road, Westcliff-On-Sea, SS0 7HU

View properties from this agent

Request Details

or call: 01702 744069

Save property

Add notes

Print

Send to Friend

Share this property



Description Map & Street View

### Letting information:

Date available:	Now
Furnishing:	Unfurnished
Letting type:	Commercial

### Key features

- Lock up Shop
- Great Location
- 381 sq ft internal Space
- 310 sq ft External Space
- Close to London Southend Airport
- Heaving Passing Traffic

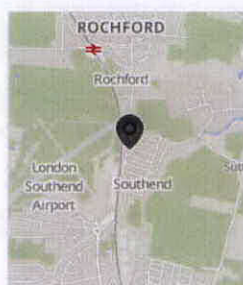
### Full description

We offer for let this ground floor retail lock up shop situated along Southend Road, close to local rail links and London Southend Airport. The premise was formerly used as a hair dressers. The unit measures approximately 381 sq ft but does benefit from external space of approximately 310 sq ft. The property is available for a range of uses but all interested parties are urged to make sure that their intended use is suitable for its current use.

### Terms

The premises is available on a full repairing and insuring lease at a rent of £8,500 per annum. Term of lease is subject to negotiation

### Business Rates



Enlarge this map

### Nearest stations

- Southend Airport (0.2 mi)
- Rochford (0.7 mi)
- Prittlewell (1.5 mi)

Distances are straight line measurements from centre of postcode

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### Helping you stay secure online

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Visit our security centre to find out more >

### Are you letting this property?

Find out how to make it stand out from the crowd and increase your chances of letting.

Learn more about upgrading this property >

### Surrounding Areas

<http://www.rightmove.co.uk/commercial-property-to-let/property-51918123.html>

**Business Rates**

The property is registered on the 2017 rating list as a shop and premises with a rateable value of £3,400.

**Location**

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**Legal Fees**

All parties are responsible for paying their own legal fees.

**Viewing**

All viewings are strictly via the agents, Reed on 01702 606888.

**Notice**

All photographs are provided for guidance only.

To view this property or request more details, contact:



**Reed Residential, Westcliff**

431-435 London Road, Westcliff-On-Sea, SS0 7HU

01702 744069 Local call rate

**Surrounding Areas**

> Rochford

> Essex

> East of England

**Spotted an error?**

In order for us to help our agents maintain accurate and up-to-date information please inform the agent if you have noticed an error with this property. If you are the vendor, please contact your agent directly.

Get in touch >

**Disclaimer** - Administration fees may apply when renting a property in England, Wales or Northern Ireland. For more details, please contact the agent.

Property reference 3707. The information displayed about this property comprises a property advertisement. Rightmove.co.uk makes no warranty as to the accuracy or completeness of the advertisement or any linked or associated information, and Rightmove has no control over the content. This property advertisement does not constitute property particulars. The information is provided and maintained by Reed Residential, Westcliff.

Please refer to our Renting Guides for further information on how to safely rent a property.

\* This is the maximum possible speed. Broadband speed may be lower at peak times and can be affected by a range of technical and environmental factors. The speed you receive where you live may be lower than that listed above. Fibre/cable services at your postcode are subject to availability. You can confirm availability on the provider's website. The information is provided and maintained by [comparethemarket.com](http://comparethemarket.com)

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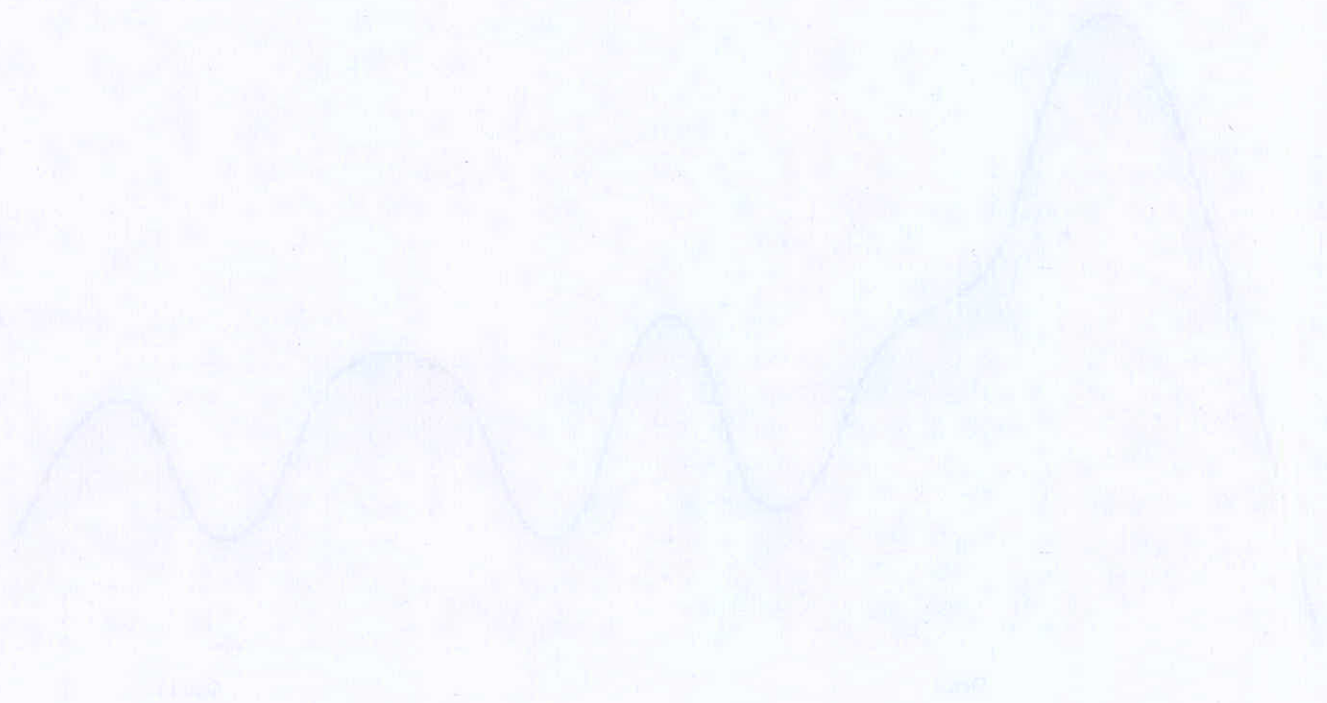
Rightmove Plus

Agents and Developers



## APPENDIX D

### Metrics



## Marketing report

Dear Sir/Madam

We are pleased to present your latest marketing report. This shows how your property listing has been performing on Rightmove.



### Marketing report for

**109, Southend Road** Rochford, Essex, SS4 1HX

£708 pcm

0 beds

▶ Listed: Dec 1, 2017

🔄 Updated: Dec 4, 2017

👁 Views (since listed): 121

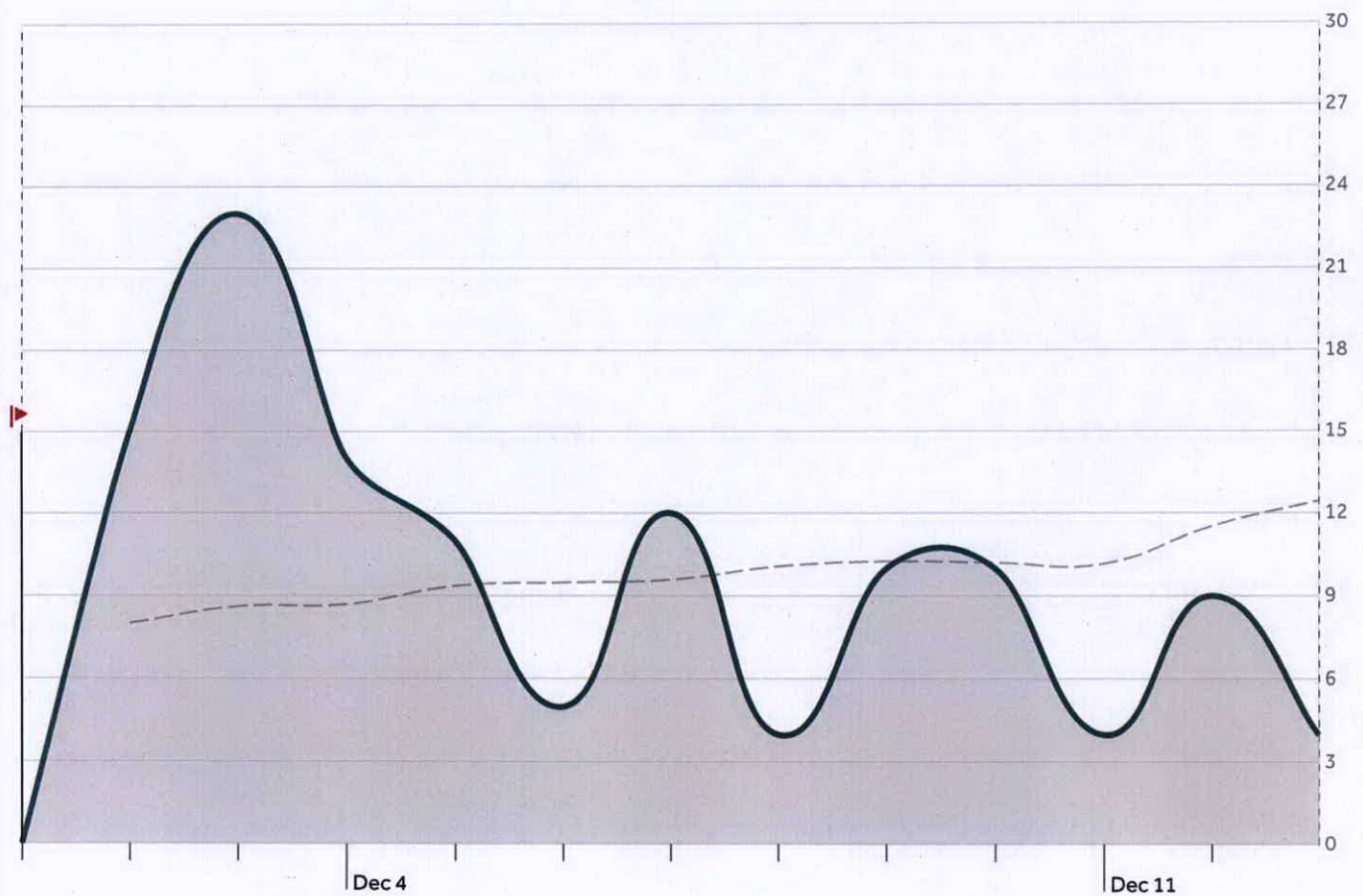
🔗 [rightmove.co.uk/property/51918123](https://rightmove.co.uk/property/51918123)

Report created December 13, 2017

Showing Dec 1, 2017 to Dec 13, 2017

Property views    Featured  
— · — Branch average

Detail views



- Nov 30, 2017    ▶ Property listed

For more information, please contact Reed Residential on 01702 744069 or [mike@reedresidential.co.uk](mailto:mike@reedresidential.co.uk).

Data is derived purely from Rightmove.co.uk's internal statistics and advertisers on December 13, 2017, may be subject to specific geography or search criteria and is provided 'as is' for general interest only. Rightmove makes no warranty as to the data's suitability for any purpose and accepts no liability for any action or inaction taken as a consequence of its use.



## Marketing report

Dear Mr Ali

We are pleased to present your latest marketing report. This shows how your property listing has been performing on Rightmove.



### Marketing report for

**109, Southend Road** Rochford, Essex, SS4 1HX

£8,500 pa

0 beds

Listed: Dec 1, 2017

Updated: Dec 4, 2017

Views (last 60 days): 288

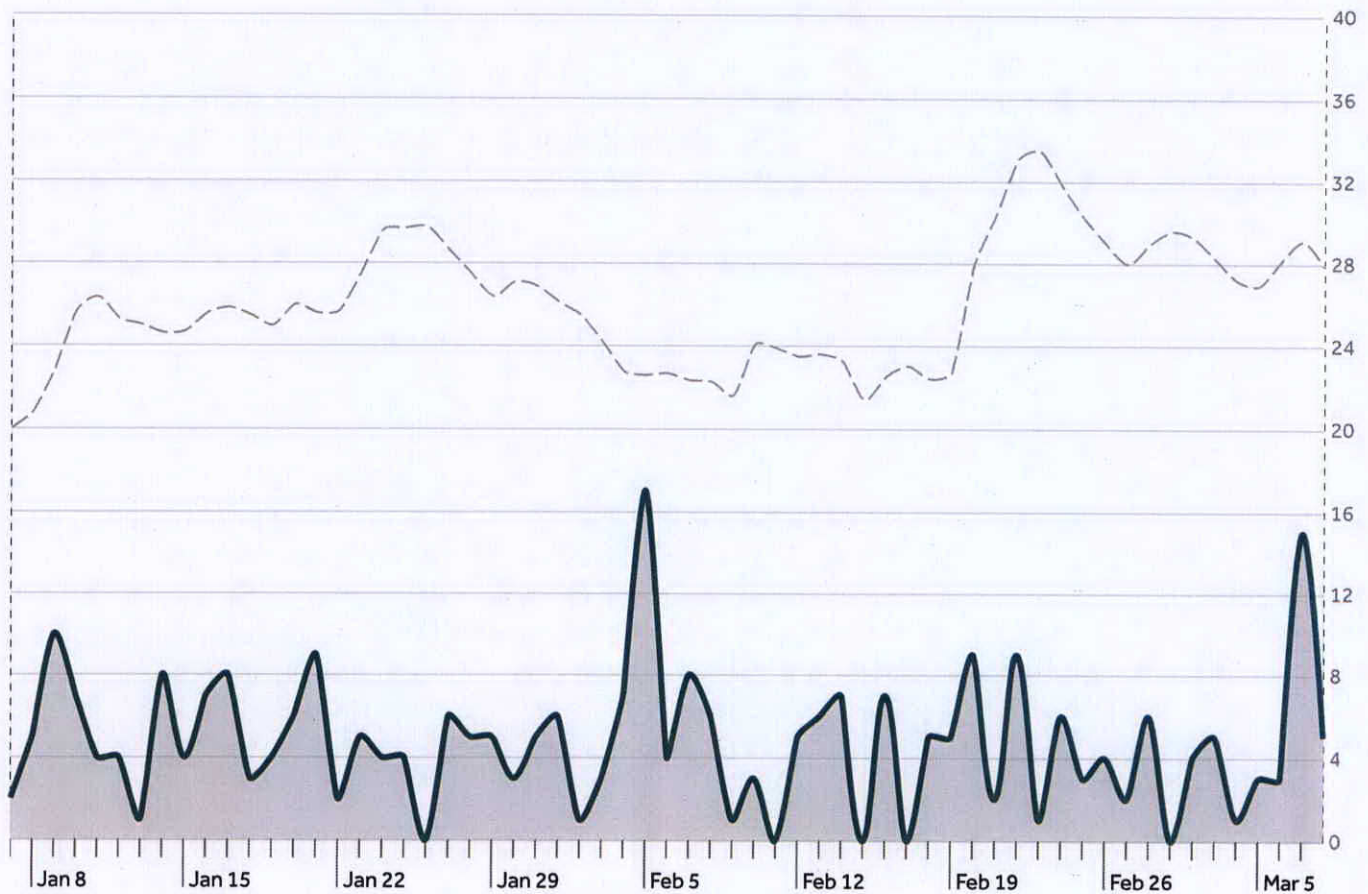
[rightmove.co.uk/property/51918123](https://www.rightmove.co.uk/property/51918123)

Report created March 8, 2018

Showing Jan 7, 2018 to Mar 8, 2018

Property views  
Featured  
Branch average

Detail views



For more information, please contact Reed Residential on 01702 744069 or [mike@reedresidential.co.uk](mailto:mike@reedresidential.co.uk).

Data is derived purely from Rightmove.co.uk's internal statistics and advertisers on March 8, 2018, may be subject to specific geography or search criteria and is provided 'as is' for general interest only. Rightmove makes no warranty as to the data's suitability for any purpose and accepts no liability for any action or inaction taken as a consequence of its use.