

Marketing Overview Report

Former GAP Distribution Warehouse and Offices

Mythop Farm, Mythop Road, Weeton, Blackpool, FY4 4XB

On behalf of James Hall and Company Limited



12th June 2017

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1. INTRODUCTION TO HITCHCOCK WRIGHT & PARTNERS

Hitchcock Wright & Partners are a Liverpool based firm of chartered surveyors and commercial property consultants. Hitchcock Wright & Partners are a multi-disciplined practice with over 150 years' collective experience within the North West property market. The firm was established in 1991 and is a founding member of the Merseyside Property Forum. We have a varied private and public client base including institutional investors and property companies. We undertake all aspects of commercial agency, professional and investment work. Recent awards include Estates Gazette Deals winner 2013 & 2014, Estates Gazette Deal Maker 2014 and 2016, Your Move Best Commercial Agency winner 2014 and Best Commercial agent winner 2015 and 2016.

2. FORMER GAP DISTRIBUTION WAREHOUSE AND OFFICES, MYTHOP FARM, MYTHOP ROAD, WEETON, BLACKPOOL, FY4 4XB

The subject property comprised former agricultural buildings and open storage converted for the use of offices, warehousing and open storage to the north side of Mythop Road (B5260) between the village of Weeton and Preston New Road, Blackpool/Whyndyke Farm/Whitehills Business Park, Blackpool & Fylde Industrial Estate.

The whole site extends to approximately 5.7 acres of which 2.5 acres approximately are covered by buildings and hard standings. The buildings are a mixture of former agricultural buildings converted to low grade offices and warehousing/storage – class B1 and class B8 units in 2001 with hardstanding used for open/caravan storage. The site was most recently occupied by GAP Convenience Distribution Limited in the supply and convenience retail sector which was used as their main depot, distribution and logistics centre. The site was increasingly not suited to the company's requirements due to its location, limited size, poor condition of the former farm buildings, restrictive and limited vehicular access being unsuited to large ridged and articulated vehicles. In 2013 the business relocated to a purpose built office and 30,000 sq.ft warehouse adjacent to the James Hall and Company SPAR Distribution Centre in Preston.

3. REPORTING STRUCTURE

The purpose of this report is to provide a brief summary of the marketing undertaken to date of the former GAP Distribution Warehouse, the supply and demand for this type of property and our conclusive comments.

4. MARKETING

Hitchcock Wright & Partners were approached by the owner of the property shortly before it was vacated by GAP with a view to providing marketing advice. Advice was provided and Hitchcock Wright & Partners were instructed to market the property for sale in September 2012. Marketing initiatives included:-

- Circulation of Hitchcock Wright & Partners in-house property particulars.
- Hitchcock Wright & Partners and Estates Gazette Propertylink websites.
- Extensive mailshot to regional property agents and previous relevant enquiries on our database, undertaken on a regular basis.

The majority of the enquiries we receive come from website enquiries, agents and specific property searches. It soon became apparent that warehousing and office occupiers are seeking modern, well located premises able to serve the demands of modern warehousing and employment uses. There have been enquiries for seasonal storage uses such as caravans from the entertainment leisure market which have in the main have been of little substance. The majority of enquiries have been received from the house building sector including Morris Homes (North) Limited, Kingswood Homes, Miller Homes, David Wilson Homes (Northwest) and Jones Homes.

Other parties including MCL Properties who develop both commercial and residential sites and clients represented by Parker and Co who considered the site for future development, although at that time their purpose was uncertain.

The details remain in circulation and are available to parties who are seeking to acquire a site for employment purposes or development for other uses. There have not been any enquiries for employment purposes for at least 18 months. Consideration has been given to the fixing of marketing boards to the property but the benefit was felt to be limited and did not outweigh the security risk in advertising the availability of the premises to unauthorised occupiers, damage, vandalism, theft etc.

The rural nature of the location, poor quality of buildings and transport links are unattractive to the market. Potential occupiers favour other more established commercial locations providing good accommodation and superior communications amongst other existing warehousing and employment users.

5. SUPPLY

Mythop in general is not a recognised commercial location. In our experience business looking to locate or relocate in the Blackpool area generally prefer the more established commercial areas with the necessary infrastructure for commercial/industrial/employment use. Attached is a schedule of availability for the Blackpool area including Mythop, source from Egi insight

6. ENQUIRIES/INTEREST

To date the enquiries have been limited to primarily interest from residential developers with commercial/employment use being very limited with concerns over the restrictive nature and suitability of Mythop Road for commercial vehicles, the buildings and accommodation provided are of poor quality and only of any real use to parties seeking open storage or seasonal occupation. We continue to receive interest for residential use but not for commercial.

7. CONCLUSION

The property has now been vacant since 2013 and during this time there has been little by way of enquiries for continual commercial use, these enquiries have generally failed to materialise because of the nature of the buildings, poor communication and suitability of Mythop Road to large commercial vehicles. In our opinion there are a number of factors which explain why there has been little interest for commercial use.....

- Poor communications and restricted access to commercial vehicles
- Poor quality of buildings
- Availability of good quality offices, warehousing, industrial and employment buildings elsewhere.

- Better located sites properties with good communications and direct access to the M55 in Blackpool, Kirkham and Warton.
- High cost of redevelopment set against limited returns either by rental or capital value for employment uses.
- Not a recognised commercial location.

Whilst we recognise that there may be some limited demand from commercial occupiers in the area, in our experience it is highly unlikely that an occupier would be looking for 15,000 sq.ft of warehousing and/or 2500 sq.ft of offices in this specific location. Parties seeking accommodation of this size or greater would target established commercial and employment locations better served modern business requirements.

In our opinion the property is no longer suited commercial/employment use and these uses can be better served from existing stock in the Blackpool Fylde area where is an adequate supply of employment land and premises.