



To whom it may concern

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Dear Sirs

Marketing History of Totton Business Park, Little Testwood Farm, Totton

Please find below a summary and timeline of the marketing of Totton Business Park, including all advertising media used:

November 2017

Hellier Langston were approached by Jeremy Aitchison of Aitchison Developments to provide some initial advice on land they were looking to purchase in North Totton on the A36 Salisbury Road adjacent to the Totton FC ground.

December 2017

Meeting held at Hellier Langston's offices in Southampton to discuss potential layouts for the scheme.

March 2018

Meeting held on site to discuss marketing, and Hellier Langston confirmed as sole agents.

September 2018

Discussed potential interest from Specialist Sports Shoes who were looking to relocate from Ampress Park in Lymington. Timing didn't suit, and they took an existing unit in Nursling.

November 2018

Revised site layout agreed with a scheme of three blocks

January 2019

Initial in-house marketing details and CGIs prepared, with the development listed on various web portals including:

- Hellier Langston website
- EG Property Link
- Realla



- Novaloca
- EACH
- Zoopla
- South Coast Commercial Property Register
- Rightmove

February 2019

6 x 4 'v' marketing boards erected at the entrance to the site as below:



March 2019

Press release on the proposed development issued

May 2019

Initial contact made with Eriks who expressed interest in a revised version of Unit 1. Eriks eventually shortlisted two properties, Unit 1 Totton BP, and a unit at Adanac North in Nursling. Adanac won out, and they took two units on the scheme totalling 25,114 sq ft.

July 2019

Initial contact made with Bunzl, who were looking to relocate from Central Trading Estate in Southampton. A revised scheme was produced to accommodate a larger Unit 2 to suit them. Bunzl eventually decided to stay put and extend their lease on the units at Central Trading Estate.



July 2019

4 page glossy brochure produced and added to various web portals

August 2019

Initial meeting held with Airsys who were looking to relocate from City Industrial Park in Southampton. Airsys subsequently appointed an agent who convinced them to take a unit on Abbey Park in Romsey and sublet or assign their leases on City Industrial Park. They took an assignment of a lease on an existing unit which had a substantial mezzanine they could utilise.

September 2019

Initial meeting held with Benham Engineering, a local occupier who were looking for expansion space, and considered Unit 2. They were ideally seeking a freehold, and in the end were reluctant to consider leasehold. Their interest was in circa 30,000 sq ft, which would have suited Unit 2.

September 2019

Initial interest from Swatch Group, and discussions held with their agent about a two storey circa 20,000 sq ft building on the site of Unit 2. Plans were drawn up, but never got any traction with Swatch, and they have remained at premises on Millbrook Road in Southampton.

January 2020

Initial interest from AJ Mobility which did not progress. Contract led enquiry, which they did not win.

June 2020

Half page advert placed in the South Coast Central Commercial Property Register (June 2020 – November 2020 issue).

July 2020

Discussions started with Toolstation who were interested in circa 5,000 sq ft in Unit 3. Terms were agreed with them, but legals did not progress.



July 2020

New metal post marketing board erected as below:



September 2020

LSH brought on as joint agents

September 2020

An A5 double-sided marketing postcard was designed and sent to 2,173 recipients via second class postage.

September 2020

An HTML email was designed and sent to 996 recipients across the South Coast to advertise the property.

October 2020

Initial interest from H.Taylor & Son (Brockley) Ltd trading as RS Sailing. Discussions did not progress as they stayed put.

November 2020

Half page advert placed in the South Coast Central Commercial Property Register (November 2020 – April 2021 issue).

Throughout the marketing period, Hellier Langston linked and shared various updates and editorials on the scheme, and these were done either by individual team members, or via our company feed, which were then subsequently shared by individual team members.



We trust the above covers all of the relevant points, however, should you require any further clarification, please do not hesitate to contact us.

