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Dear Sirs

Ground Floor, 26 Ditchling Road, Brighton

We write to provide information in connection with the above-mentioned premises together with a summary of the marketing activities which we have undertaken periodically since the latter part of 2019.

1.0 The property description and location

The subject accommodation forms part of the building known as 26 Ditchling Road, a detached period building located on the outskirts of central Brighton, and which has been carefully restored in recent years to provide high quality residential accommodation over the upper floors and office space over the ground floor parts.

The subject accommodation is arranged over the whole of the ground floor parts of the property and has most recently been used as offices, and is accessed via a self-contained entrance fronting onto Ditchling Road. The space has been configured to provide mainly open office accommodation, along with a separate meeting / board room with two door access, and that is designed to convert into two separate meeting rooms.

The interior has been fitted to provide high specification office accommodation that includes hardwood double glazed sliding sash fenestration, low energy lighting system, intruder alarm, breakout and kitchen areas with modern appliances.

2.0 Accommodation

The property has the following approximate NIA

Floor Area	Sq m	Sq ft
Ground Floor	185.50	2,000

3.0 Tenure

Our client holds the freehold interest in the property.



4.0 Marketing Summary

Marketing of the Ground Floor office parts first commenced in the summer of 2018, and we were able to agree a letting of the property in the early part of 2019 to a new tenant under the terms of a new lease.

Unfortunately, it soon became apparent that the office / location was not considered to be fit for purpose by the new tenants and later that year (August 2019) Flude Property Consultants were instructed to go about marketing their lease for disposal, and which we confirm has since been available and marketed by either Flude Property Consultants and / or Oakley Property ever since.

During the period we were marketing the property we believe the availability of space was fully exposed to the market and using a variety of channels.

We summarise the marketing activities undertaken:

4.1 Particulars

In-house marketing particulars were prepared. Copies of these particulars are attached as Appendix 1.

4.2 Mailing

Details of the property have been regularly mailed to:

- B1 / use class E (office) occupier applicants registered with Flude Property Consultants as having a requirement for the Brighton and surrounding area.
- Local, regional and national commercial property agents.
- The Office Agents Society (OAS) comprising all agents across the UK who specialise in the office property market.

4.3 Internet Marketing

Details of the property have been displayed on various specialist commercial property websites as follows:

- Flude Property Consultant's website - www.flude.com - our established and well publicised website which attracts over 5,000 unique users per month. With an easy to use search facility, users are able to access and download a full set of the particulars for each property;
- Commercial Property Register – www.compropregister.com - a specialist regional commercial property publication and website listing commercial property availability;



- Zoopla - www.zoopla.co.uk – a national property listings website for both residential and commercial property.
- Rightmove - www.rightmove.co.uk - a national property listings website for both residential and commercial property.
- PAI - www.pai.uk.com – the national website for Property Agents Independent (PAI) a network of 28 Surveying practices across the UK.
- Costar - www.costar.co.uk – a specialist national commercial property information and property search website.

4.4 Marketing Boards

A tailored agency v board was erected on the property from time to time with appropriate wording.

5.0 The Local market

Outside of the established office locations (City Centre, Preston Park, Seven Dials area) the city of Brighton & Hove historically comprises something of a fragmented stock of older office consented commercial property dispersed across the city, and much of which comprises former residential properties which over time have been adapted to serve for a variety of commercial uses.

It is our experience that the majority of occupiers in the market will only consider purpose built and well located buildings, and where there is ample parking and good transport links.

The feedback frequently received when offering older converted buildings such as 26 Ditchling Road to market for office use is that the internal configuration of such buildings generally tends to comprise an inefficient use of space, whilst externally they do not portray the right kind of image - as such, older buildings do not tend to satisfy most modern office occupiers' requirements, and who instead tend to favour larger spaces with open floor plates.

Further it is commonly accepted that the costs of operating such premises for commercial use can be considerable and typically much more so than for purpose built accommodation.

6.0 Market Conditions

In the years immediately prior to the pandemic, conditions within the local office market were on the whole considered to be good, and with a fairly consistent level of demand for modern, purpose built, and high spec office accommodation located in the core city centre area.



However, that said, at the same time we had also started to see a marked reduction in demand for smaller office suites, and due, we believe, to the growth of the serviced office / co-working operators. We had witnessed a shift by small occupiers from renting their own suite on traditional leases with the associated costs of rent, service charge, rates, building insurance etc to moving into serviced office centres where they have much more flexibility and a single charge for all costs.

Thereafter, and really ever since the onset of the pandemic, we have seen office occupiers continue to seek to reduce the amount of office space they occupy, and whereby a lot of occupiers sought to change the way they operated altogether. Some moving away from a conventional office entirely. Others moving to a mix of home and office working.

Whilst from late 2021 and into 2022 we saw an improvement in the market in terms of occupier sentiment and demand, from the second half of 2022 we again witnessed a slowdown in market activity as a consequence of global economic factors i.e. rising inflation and interest rates etc and which continue to impact the economy. This was further exacerbated by the fallout from the mini budget, and whereby for a period of time occupier demand for offices almost ground to a halt. Since then the market has again picked up but remains cautious and sensitive to wider global and economic headwinds.

7.0 Availability

Our latest market research currently shows just over 500,000 sq ft (circa 46,000 sqm) of available office space in the city at beginning of Q3 2023 and with approximately 130,000 sq ft (circa 12,000 sqm) of new build Grade A space currently under construction.

8.0 Responses to marketing

Feedback received from applicants with requirements for space was generally consistent in stating that the same aspects of the building were unappealing to them, and typically revolving around the location - being detached from the main city centre area and other established office locations, as well as the overall age / era of the building, and the configuration of the space as referenced above.

Further it was also evident that the lack of parking provision either on site or anywhere close by, and in part as a was another off putting factor – those parties that did actually view the premises stated this as being one of the main reasons why they were unwilling to consider taking space in the building.

9.0 Conclusion

At the time of writing we confirm that the space has been extensively marketed and fully exposed to the local occupier market for an extended period.



We confirm that during this period no offers have been received, and very few viewings have been undertaken, and despite us having openly offered market incentives, rent reduction and other forms of inducement over the period of our marketing.

Our advice to our client therefore would be to pursue planning consent to change the use of the subject premises to residential use.

We trust the above summary is sufficient for your purposes but please do not hesitate to contact us should you wish to discuss the matter further.

Yours sincerely

Ed Deslandes
Director
Flude Property Consultants



Appendix 1 - Marketing particulars



SUPERBLY FITTED / SELF-CONTAINED GROUND OFFICE OFFICE
WITH PARKING
SIZE 185.5 SQ M / 2,000 SQ FT




TO LET

26 Ditchling Road
Brighton, East Sussex BN1 4SF



Appendix 2 – Copies of advertisements

Flude Website


Home About Us Services News **Property Search** Contact Us Register your RequirementTwitter Instagram LinkedIn YouTube

TO LET

Ditchling Road,
Brighton,
East Sussex,
BN1 4SF

Offices
2,000 Sq Ft (185,8 Sq M)

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Features

- Comprising a self-contained office space arranged over ground floor
- Fully fitted & configured to an exceptionally high standard throughout
- Forming part of an attractive detached period building
- Highly prominent location close to city centre
- Within a 10 minute walk of Brighton Station

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Agent's details



Property agent
Ed Deslandes

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Ditchling Road, Brighton, East Sussex, BN1 4SF



To rent: ROA | 2,000 Sq Ft | Office, Offices



Image 1 of 9



