



GL Hearn Limited  
6 Devonshire Square  
London  
EC2M 4YE

## Marketing Report

for

38-40 Hare Street  
Woolwich  
London SE18 6LZ

January 2024  
KGF

## 1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to demonstrate the marketing of the office space at the first and second floors of 38-42 Hare Street, Woolwich. For this instruction we were required to utilise standard marketing procedures by the client which in this instance comprised the erection of a marketing board and the regular circulation of the marketing particulars, both nationally and regionally. These particulars were also available for 20 months on our website. After the board was erected, we circulated details as instructed from which we received very little interest. The enquiries received were all from the board and were nearly all enquiries about the availability of the freehold for other uses which our clients were unable to offer. The main interest has been from the applicant for a religious educational centre.

## 2.0 BACKGROUND

2.1 The building is situated on Hare Street, a secondary retail pitch in Woolwich Town Centre which is a short walk away from both Woolwich and Woolwich Arsenal stations, offering good access to Central London, east London and the southeast via the Elizabeth line, DLR and national rail. The location is also well served by bus routes.

2.2 The property is currently a self-contained terraced office building, above a retail unit (currently British Heart Foundation) so is in Use Class E.

2.3 The building extends to the following approximate Gross Internal Areas spread over four floors:

Ground Floor Entrance Lobby	265 sq ft or 24.6 sq m
First floor Office	2750 sq ft or 255.4 sqm
Second floor Office	2750 sq ft or 255.4 sqm

2.4 Given the location, poor prominence, poor ground floor lobby and general multi office compartmentalised configuration of the accommodation, the property is not well suited to the office requirements of modern local businesses.

2.5 Feedback has shown that occupiers are seeking higher-quality, Grade A, modern office spaces with open-plan layouts with modern heating and ventilation and on-site car parking.

2.6 The office was previously used for consulting rooms by an NHS outpatients practice. The internal layout has been found to be inflexible and unsuitable for modern working arrangements. There are no large or breakout spaces for team working and collaboration. Staff find the separation between floors to be very isolating and so the retention of staff likely to be an issue due to the poor quality of the space.

2.7 The head lessees have attempted to find sub-tenants without success. As a result, the unit has been vacant for some time.

2.8 For the last two years the head-lessees instructed GL Hearn to formally market the building using normal marketing practices, including circulation

of agents marketing particulars, erection of a marketing board on the premises, online marketing via our website, word of mouth and by consulting with members of the local Chamber of Commerce. This has proved unproductive.

2.9 Furthermore, the Council’s Local Plan Employment Topic Report done as part of the Regulation 18 Issues and Options ahead of the new Local Plan recognises the reduction in demand for office space since the COVID-19 pandemic, and that this may not go back to pre-pandemic levels.

### 3.0 FORMAL MARKETING

3.1 In November 2021, marketing particulars were first circulated via PIP commercial property and the Estate Agents Clearing House. These are the most efficient and highly used medium by agents seeking new tenants for vacant premises. The circulation was repeated regularly during 2021, 2022 and 2023. It remains an active listing and will be re-circulated in January 2024. The marketing particulars can be seen in Appendix A.

3.2 The advertisement generated a very low number of enquiries and almost exclusively these were from parties that wanted to buy the freehold of the building to convert the building into residential or other uses, with only one interest for a proposed office use.

3.3 The following table lists the enquiries received:

Year	Number of enquires	Telephone	Email	Proposed Residential Use	Proposed Office Use	Other uses
2021 Q3+4	1	1	0	1	0	0
2022 Q1+2	8	3	5	3	0	5
2022 Q3+4	8	3	5	3	0	5
2023 Q1+2	4	2	2	1	1	2
2023 Q3+4	2	2	0	0	0	4

### 4.0 ENQUIRIES

4.1 Out of the 23 enquiries received over 24 months to December 2023, 34% were from parties wanting to convert the building into residential. Once the enquirers became aware that the building was neither freehold nor suitable for residential, they declined to take matters forward. Enquiries for other uses included a number on behalf of educational training and development businesses of varying degrees of maturity. We also received a small number of fitness training related occupiers, most of which were start ups.

4.2 There was on one enquiry relating to office use for local Solicitors offices, which did not result in a viewing. No offers were received for the office enquiry, and no further discussions were held.

## **5.0 CONCLUSION**

- 5.1 The marketing instruction has been undertaken over a period of 24 months to date and continues but we believe that potentially interested parties will continue to be put off for a variety of reasons, namely: the quality, size, internal layout, condition of the building together and lack of on-site car parking.
- 5.2 The level of demand for this quantum of floorspace in the area is already matched by supply.
- 5.3 The quantum of floorspace does not match the current demand – the only demand we detected was for single room consultant style accommodation such as local accountant or legal executives whereas this quantum is less at 2,750 sq ft.
- 5.4 More suitable space, matching modern requirements and criteria is readily available elsewhere in the borough and these premises present little attraction to the office market.
- 5.5 Therefore, after marketing the space for two years there is no interest for this office space in its current use, in this location.

**APPENDIX A**  
**MARKETING PARTICULARS**

## Offices above 38-42 Hare Street Woolwich SE18



### **PREMISES:**

The offices are at 1<sup>st</sup> and 2<sup>nd</sup> floor of the above premises , each floor of which comprise approximately 2750 sq ft net floor space offering a total of 5,500 sq ft together with the ground floor entrance lobby and approximately 1800 sq ft of useable dry storage facilities of limited head height in the basement.

### **QUOTING RENT:**

Offers in excess of £70,000 per annum exclusive subject to upward only rent review to open market at the 5<sup>th</sup> year of the term.

### **LEASE TERM:**

The lease term will be for a period of years expiring on 1<sup>st</sup> September 2033, on effective full repairing and insuring terms by way of service charge and exclusive of Business Rates.

### **USE OF THE PROPERTY:**

The premises are offered for Office use or such other use as approved by The Local Authority subject to planning -

### **INCENTIVES:**

Incentives are available by way of a rent free at the commencement of the term.

### **COSTS:**

Each party to bear their own legal and other costs in regard to the agreement and documentation.

### **BUSINESS RATES**

Interested parties are advised to make their own enquiries of the Rating Authority

**VIEWING AND FURTHER INFORMATION**

By appointment through Sole Agent, GL Hearn:

Kevin Farrow

T: +44 (0)77 6850 0162

E: kevin.farrow@glhearn.com

**Important Notice**

1. This information is intended as a general outline, and is for guidance only. It does not constitute an offer or contract, or part of an offer or contract.
2. All information and descriptions (in text, plans, in photographs or other) are given in good faith and are believed to be correct. They should not be relied upon as statements of representation or fact.
3. Any areas, measurements or distances referred to are approximate only.
4. No person in the employment of GL Hearn has any authority to make or give any representation or warranty whatsoever in relation to any property. 5. Unless otherwise stated, prices or rents quoted are exclusive of VAT.

October 2021

**APPENDIX B**

**PHOTOGRAPHS OF ADVERTISING BOARD**



