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ASSOCIATES

Graham Anthony Associates

Marketing Exercise Report

Shakespeare Hotel

Applicant : Mr K Pakeerathan
Application Ref: FUL/2023/0691
Proposal : Change of use of part of ground floor from Public House to convenience store and whole of first floor to four flats, change of use of garage to barbers shop and various external works.

RE: Shakespeare Hotel, Wytham Street, Padiham.

- 1.1 This marketing report is produced to establish a policy compliant development in accordance with Burnley Borough Council’s policy requirements. The report details the efforts undertaken to market the property for its existing use as a public house, which is deemed to have a community function. We would balance that the retention of a failing single use public house, affords far less community benefit than the proposal which will see retention of an element of bar/leisure, a new convenience store, a barber shop and high-quality apartments. This myriad of community centric uses will turn a derelict pub site into a small vibrant civic hub, delivering far greater benefits for a wider demographic of the local population.
- 1.2 The Council’s published validation requirements for planning applications refers at Section 15 to a Marketing Statement. This is required for applications involving the loss of public houses that provide a level of community benefit and this translates into Policy IC5 of the adopted Local Plan. Policy IC5 refers to safeguarding existing social and community infrastructure. It references the National Planning Policy Framework for support, which includes public houses as falling within the definition of social and community facilities.
- 1.3 This report includes information provided by external organisations and is to the best of our knowledge correct as Graham Anthony Associates had no direct role in marketing the property known as Shakespeare Hotel.
- 1.4 The Shakespeare has been struggling commercially since 2019 and in accordance with the aims of both the development plan and the framework, this application seeks to revitalise the site. The proposal isn’t seeking to abolish the pub completely just provide a more commercially resilient development that contributes to the local community, just in a differing and more commercially sustainable way.

- 1.5 There are several reasons for the commercial decline of the traditional pub model including an increase in running costs, limited scope for diversifying income streams, individual drinking habits changing - socialising at home / garden. The impacts of Covid have also seen the pub industry suffer terribly. Competing venues in the area benefit from locational benefits connected with proximity to other venues, which drives footfall. Evidence of the unsuitability of the site for the extant use can be seen in the fact the venue operated on a non- for-profit basis for over 12 months for security purposes.
- 1.6 While the former pub would classify as a community asset on a purely use class basis, the unviability of the existing business demonstrates that the site is not supporting or benefiting the local community as there is no current or future need for a large public house in this location. Furthermore, the proposal retains a more viable bar use and there is sufficient alternative provision in the local area that can service the host community, including two pubs within 400 meters.

Policy IC5: Protection and Provision of Social and Community Infrastructure

1) The Council will, where possible and appropriate:

- A. Safeguard existing social and community infrastructure, subject to a continued need or likely future need or demand for the facility in question; and require alternative comparable or improved provision where a development scheme would result in the loss of important social and community infrastructure;
- B. Require the provision of new social and community infrastructure where a development would increase demand for it beyond its current capacity or generate a newly arising need;
- C. In circumstances where new social or community infrastructure is required, ensure that this is provided close to the need arising, or where it is a larger facility which serves a wider population, in locations with good accessibility by walking, cycling and public transport;
- D. Require high quality and inclusive design of social or community infrastructure; and
- E. Promote the co-location and multi-functionality of social or community infrastructure.

- 1.7 This report, through the provision of marketing information, affirms that the former public house has no commercial prospect of providing a continued community use and should subsequently be allowed to adapt. The Council's guidance does not give any time period for a marketing exercise to be undertaken, however the history of this site clearly demonstrates that diversification is the only viable solution.

- 1.8 The building is a long-standing public house and major renovation works were undertaken back in 1981. The property stopped commercially trading in 2019 and had been running as a non for profit for security and building maintenance purposes, before the pub was officially closed in June 2023. Since then, the building has remained vacant.
- 1.9 The building was placed for advertisement with the property agents, Trevor Dawson, commercial letting Property Specialists, in December 2023. Trevor Dawson are an experienced property agent that have an intimate knowledge of the commercial pub trade within this specific geographical location and thus know the market well.
- 1.10 The building was advertised for sale numerous times between 2019 and the sale completed by Trevor Dawson. It is understood that the building and premises was offered for purchase with a guide price of £225,000. Given the experience of the commercial letting agents it cannot therefore be said that this building has been advertised as overpriced. As is standard practice, the guide price is set at a level that allows for some negotiation and is not a fixed price.
- 1.11 The marketing material has included the following:
- A full colour brochure with a comprehensive description of the property, room sizes, floor plans and colour photograph available on request. The sales particulars have been available in the sales area of the selling agents' offices for the entire marketing period. A copy of the document advertisement is attached.
 - A full colour window card is on permanent display at the sellers agents offices for the entire period of the marketing campaign. The window card includes a brief description of the property and full colour photographs.
 - Full property details were posted on the selling agent's independent website for the entire marketing period. The website can be found at: <https://www.tdawson.co.uk/>
 - The property details were also circulated to Trevor Dawsons client list and those registered with them as seeking commercial/ leisure opportunities.
- 1.12 No one viewed or made offer for the property and there were no approaches made to the letting agents by any parties wishing to continue the public house use.

- 1.13 The marketing campaign for this building has taken place over a prolonged period and overall there has been no positive interest from public house or leisure operators due to a number of commercial factors.
- 1.14 Given the length of time the premises has been advertised, the marketing exercise has shown that there is no reasonable prospect of this premises continuing as a public house.

GRAHAM ANTHONY ASSOCIATES

Jan 2024

PROPERTY PARTICULARS

MULTI USE

TREVOR DAWSON

COMMERCIAL PROPERTY CONSULTANTS

01282 458007

www.tdawson.co.uk

FOR SALE



THE SHAKESPEARE PUBLIC HOUSE

2 WYTHAM STREET

PADIHAM

BB12 7DX

- Public House On Extensive Site
- Development Potential
- Popular Residential Area
- 351.98 sq.m. (3,789 sq.ft.)
- Site Area 0.14 Hectares (0.34 Acres)

LOCATION

Situated on Wytham Street in a predominantly residential area of Padiham. Wytham Street is accessed from Abingdon Road which connects with Burnley Road (A671) the main arterial route linking Burnley and Padiham.

Padiham town centre and all its amenities is less than one mile distant.

DESCRIPTION

Detached two storey public house of traditional brickwork construction beneath a pitched slate roof. Predominantly UPVC double glazed windows throughout.

Internally there are currently two trading areas which are interlinked via a bar. The ground floor also provides male and female w.c.'s and small kitchen area.

The first floor provides owners accommodation comprising five bedrooms, living room, kitchen, bathroom and stores. The upper floor accommodation is accessed internally.

EXTERNALLY

To the front there is tarmacadam car park / seating area. To the rear of the property is a split level garden area.

ACCOMMODATION

Ground Floor	213.66 sq.m.	2,300 sq.ft.
First Floor	138.32 sq.m.	1,489 sq.ft.
Total GI Area	351.98 sq.m.	3,789 sq.ft.

SERVICES

It is the prospective purchaser's responsibility to verify that all appliances, services and systems are in working order, are of adequate capacity and suitable for their purpose.

PLANNING

It is the prospective purchaser's responsibility to verify that their intended use is acceptable to the Local Planning Authority

RATING

The property has a current rateable value of £7,850 we are informed by the Local Authority with the upper floor accommodation being within Band A for Council Tax purposes.

TENURE

Freehold.

VACANT POSSESSION

The building will be sold with vacant possession.

PRICE

£225,000

VAT

VAT will be charged at the current prevailing rate.

ENERGY PERFORMANCE CERTIFICATE

An Energy Performance Certificate has been commissioned and a copy is available upon request.

LEGAL COSTS

Each party to be responsible for their own costs incurred.

VIEWING

STRICTLY BY APPOINTMENT WITH THE SOLE AGENTS TREVOR DAWSON LIMITED, THE PORTAL, BRIDGEWATER CLOSE, NETWORK 65 BUSINESS PARK, BURNLEY, BB11 5TT.



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