



30-41 Church Road,
Bexleyheath,
DA7 4DD

February 2024

Prepared for: Church Road Limited

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Holmes Hosking

Introduction

Holmes Hosking were asked to undertake a marketing campaign for a 6-month period, from 1st July 2023, in order to seek interest from potential commercial occupiers. This report gives a basic description of the site, the marketing which was undertaken, enquiries which were generated and a conclusion.

Holmes Hosking

Holmes Hosking is a bespoke Commercial and New Homes agency, specialising in the disposal and acquisition of commercial properties and new build residential property. Established in 2020, the business is run by Danny Holmes and Adam Hosking, who have 13 and 18 years' experience in the industry.

Based in Bromley, we cover the entirety of South East London and Kent. Since our incorporation we have concluded numerous commercial transactions, both by way of freehold sales and commercial lettings. Our knowledge of the area and understanding of the commercial market positions us well to manage transactions in Bexleyheath, and our extensive database of potential commercial occupiers has aided us in securing both tenants and purchasers for various sites like Church Road in recent months.

Summary of the Site & Building

30-41 Church Road, Bexleheath, DA7 4DD



The property is centrally located in Bexleyheath, just 0.5 miles from Bexleyheath Station, which provides a service to London Bridge. The Darenth interchange, which provides access to the M25, is 6 miles from the property via the A2. Bexleyheath is an established urban area, consequently, the property is within close proximity to a variety of amenities, with both the Broadway Shopping Centre and Bexley Heath Town Centre just short walks away.

The immediate area is entirely residential, made up of mostly Victorian housing stock providing family homes. The property comprises of two warehouse buildings providing a mix of industrial and office space, and a garage block. The warehouse buildings are both two-storey. The ground floors are predominantly being utilised for warehouse, workshop, and storage space and the first floors used for office space. The two warehouse buildings are divided into 5 units and the garages are into 2.

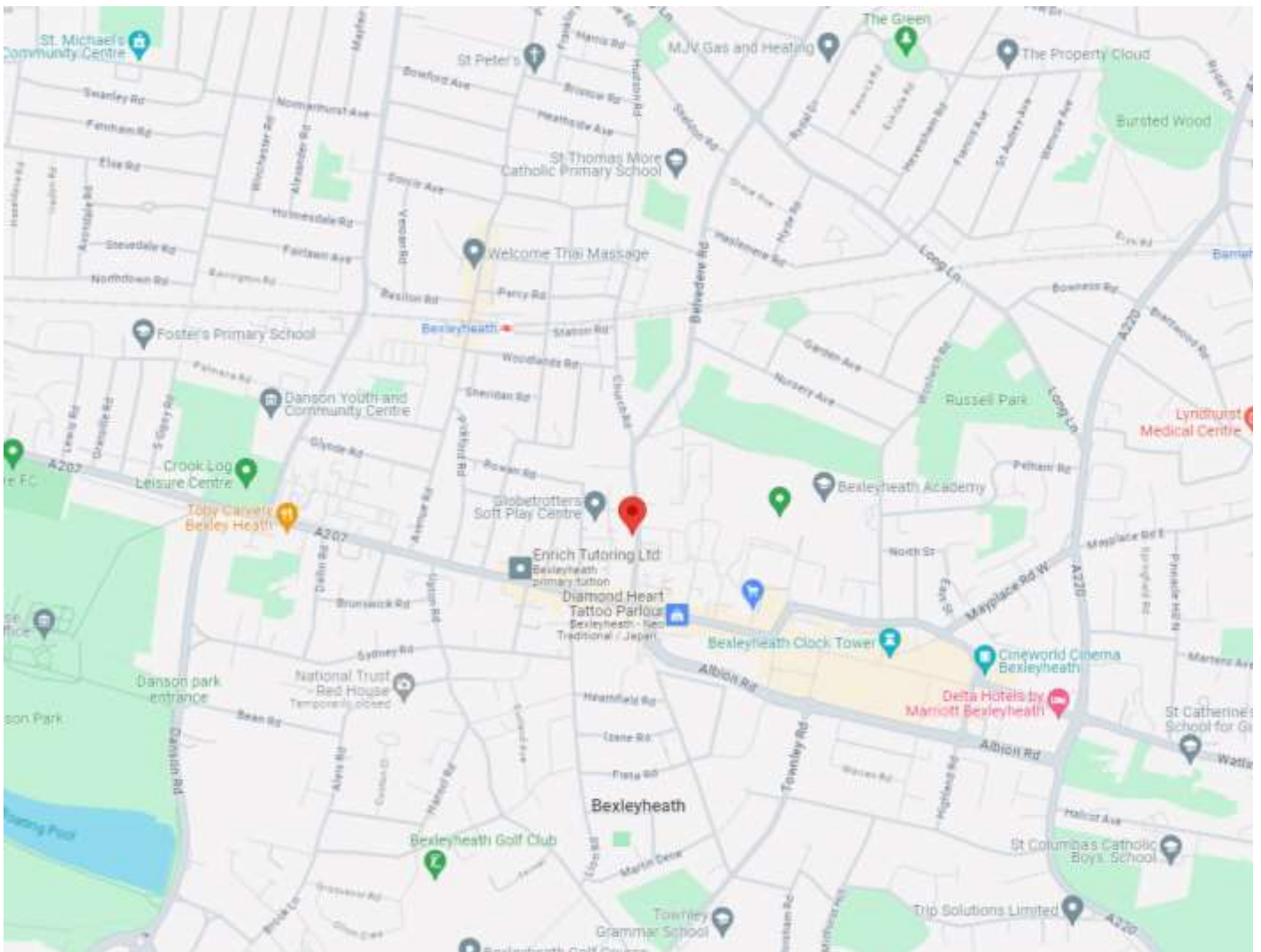
The site offers limited on site parking, however is accessed by a narrow passageway, circa 3.5m wide and 55m long, without any crossover points. This does limit both the size of vehicles which can access the site and also causes issues with traffic easily passing in and out of the estate.

The whole site extends to approximately 0.4 acres.

Approx building gross internal areas:

Building	Unit	Ground Floor (m2)	First Floor (m2)	Total
A - Warehouse	1	45	45	90
A - Warehouse	2	45	45	90
B - Warehouse	3	55	55	110
B - Warehouse	4	55	55	110
B - Warehouse	5	55	55	110
C - Garages	6	45	N/A	45
C - Garages	7	50	N/A	50

Map



Marketing

Holmes Hosking were instructed to undertake the marketing of the subject site on the 1st July 2023, inviting all interest for the property with a guide price of £1,000,000, which reflects circa £150psft across the existing buildings. We prepared a detailed set of marketing particulars (appendix A). These were posted in the following medias:

Database Circulated

We currently have 2981 contacts, including potential buyers, retained agents and other property professionals.

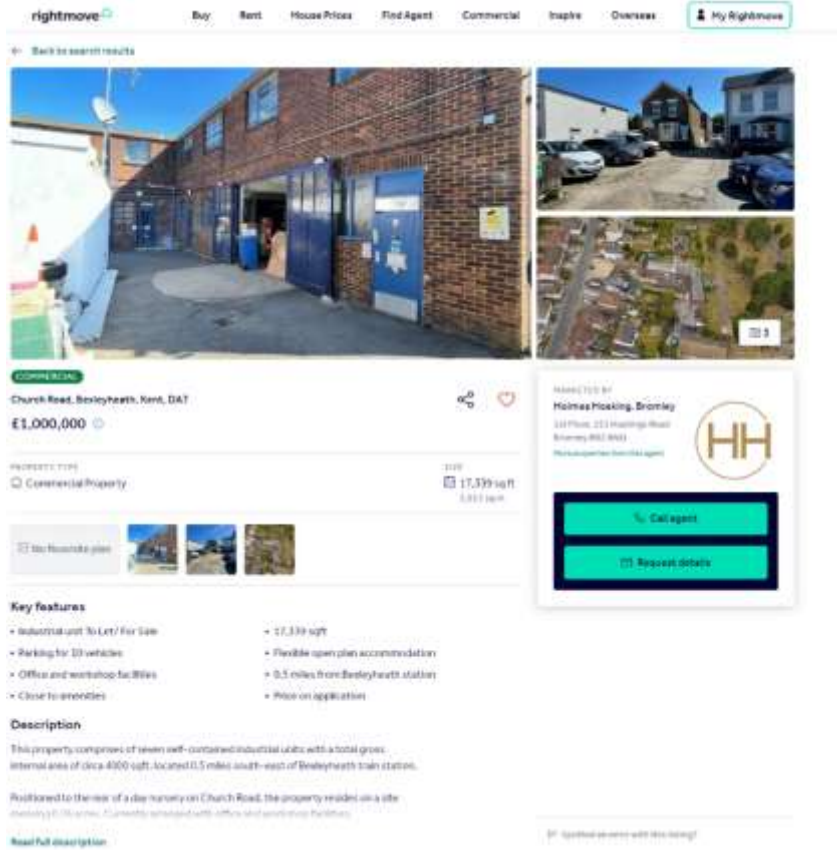
Erection of a prominent Advertising Board

We erected an advertising board measuring 6ft x 4ft at the entrance to the site, reading 'Light Industrial Building/ All Enquiries':



Rightmove

Our marketing particulars were posted to 'Rightmove'.



Social Media

We posted an advert to our Instagram account (440 followers) and LinkedIn accounts (2527 connections).



Enquiries

From all of the above we received a total of 13 enquiries across a 6-month period. The enquiry database with feedback can be found below (personal details removed for GDPR purposes):

Date	Name	Source of Enquiry	Nature of business	Comments
02/07/2023	XXXXXX	Circular	Distribution company	Was put off by the access road being too narrow
02/07/2023	XXXXXX	Circular	Car mechanic	Individual units were too small
03/07/2023	XXXXXX	Circular	Scaffolder	Concerned by the proximity to the residential properties on Church Road
05/07/2023	XXXXXX	Circular	Building contractor	Not adequate turning circle on site for delivery vehicle
28/07/2023	XXXXXX	Rightmove	Scaffolder	No answer to follow up call
09/08/2023	XXXXXX	Circular	Roofing contractor	Resi houses on Church Road too close
27/08/2023	XXXXXX	Rightmove	Dark Kitchen	Immediate road network too busy
15/09/2023	XXXXXX	LinkedIn	Artist	Condition of warehouse units very poor, felt they had been neglected for decades!
22/09/2023	XXXXXX	Rightmove	Maintenance contractor	Not adequate parking for his business
01/10/2023	XXXXXX	Linked in	Timber wholesaler	Entrance too tight to reverse out of for deliveries
27/10/2023	XXXXXX	Linked in	Electrical contractor	Concerned by neighbour (specifically no. 39) who complained about vans blocking his driveway
15/11/2023	XXXXXX	Circular (2)	Steel fabricator	Requires more remote location as operates early in the morning
18/11/2023	XXXXXX	Circular (2)	Printer	Too big

General Feedback & Comments

It became clear during our marketing that the site's limitations were mostly around access, parking and the nature of the surrounding properties (specifically the residential properties at 37a, 37 and 39 Church Road and day nursery at 41 Church Road), causing concern to any business in the manufacturing industry.

Furthermore, due to the limited access and pinch points, both at the entrance of the site and also between the garages and warehouse B, businesses in the storage and distribution industry felt that the site was severely hindered. The condition of the existing properties was also a cause for concern, as they appear to have had very little maintenance and upkeep over an extended period of time.

Our opinion, based on this feedback, is that in order to provide an attractive proposition to commercial occupiers the existing buildings would likely need to be replaced with more modern warehouse buildings, with large roller shutter entrances and mezzanine office space. The positioning of these within the site would need considerable attention, to address the various 'pinch points'. This clearly however, would not address concerns about the business of roads in the area or potential noise impacting the local residents.