

2 – 4 Taylor Road Ltd  
C/o CLArchitects  
Unit 6, Triumph Park,  
Ross Way  
Folkestone,  
Kent CT20 3TX

Our Ref: CO761/gmh/LT  
27<sup>th</sup> February 2024

Dear Mr Lawrence,

**Re: Marketing report for 4 Taylor Road, Lydd on Sea, TN29 9PA - update**  
**(Subject to Contract)**

Please find below overview of the marketing process and activity in relation to the above property.

**Activation of Marketing**

We took instruction to actively market the unit on the 5<sup>th</sup> May 2021 and completed a number of viewings and located two applicants who would take the unit on a 15 year leases for the premises as a convenience stores.

Following the failed change of use application, we took instruction and changed the marketing on the 2<sup>nd</sup> February 2022 to advertise as a Community Centre to let only and activated portal advertising to show this on the 3<sup>rd</sup> February 2022, and the unit has been marketed on a continuous basis since then.

**Advertising Method**

The property has been presented to the market through both our Website and internet portal advertising sites: Rightmove, Zoopla, Bloomin, Onthemarket.com and Prime Location. Latterly Bloomin has ceased trading and Zoopla has changed its terms.

## Signage

A sign board was erected at initiation of marketing and since then has been retained in a prominent position in a front window on site.

## Click Through Rate

We have monitored the click through rate on Rightmove and the graph below shows the last report period levels:



### Marketing report

**4, Taylor Road** Lydd On Sea, Romney Marsh, Kent, TN29 9PA

£13,500 pa

Listed: Mar 3, 2022

Views (last 60 days): 358

Updated: Mar 22, 2022

[View property](#)

### Report created February 27, 2024

Showing Dec 29, 2023 to Feb 27, 2024



Tel: (all offices) 0845 521 1980 Web: [angelahirst.com](http://angelahirst.com)

Email: [admin@angela-hirst.co.uk](mailto:admin@angela-hirst.co.uk)

The Estate Offices:

Palm Tree Farm, Upper Hardres, Canterbury, Kent, CT4 6EJ. Tel. 01227 700 700.

Warehorne Road, Hamstreet, Ashford, Kent, TN26 2JW. Tel. 01233 731 177.

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## Enquiries and Viewings

All viewings have been accompanied by myself personally as I benefit from the continuity of knowledge of the site. Since the change of marketing on the 3<sup>rd</sup> February 2022 to market for Community Centre use only we have logged calls from:

| Date    | Name of Enquire | Contact Info   | Date of Viewing        | Feedback                                                                | Outcome                              | Offer Date | Accept / Refuse |
|---------|-----------------|----------------|------------------------|-------------------------------------------------------------------------|--------------------------------------|------------|-----------------|
| 21.4.22 | Mrs S Murphy    | GDPA Protected | Didn't view            | Interested in using for a café not Community centre                     | Did not proceed                      |            |                 |
| 28.4.22 | Mr A Banks      | GDPA Protected | Didn't view            | Also Interested in using for a café not Community centre                | Did not proceed                      |            |                 |
| 20.5.22 | Mr S Karama     | GDPA Protected | Didn't view            | Intended use as grocery Store not Community Centre                      | Did not proceed                      |            |                 |
| 13.7.22 | Mr B Demir      | GDPA Protected | Didn't view            | Interested in using for a supermarket not Community centre              | Did not proceed                      |            |                 |
| 19.7.22 | Mr A Krishnan   | GDPA Protected | Didn't view            | Also Interested in using for retail use not Community centre            | Did not proceed                      |            |                 |
| 26.7.22 | Ms E McEvoy     | GDPA Protected | Didn't view            | Intended use as outside caterers business not Community Centre          | Did not proceed                      |            |                 |
| 22.8.22 | Ms E Judge      | GDPA Protected | Didn't view            | Intended use as Dance studio not Community Centre                       | Did not proceed                      |            |                 |
| 13.1.23 | Ms S Brown      | GDPA Protected | Viewed on the 19.1.23  | Intended use as child centre and local use not Community centre         | Spoke to Council and did not proceed |            |                 |
| 29.3.23 | Mr L Cain       | GDPA Protected | Didn't view            | Intended use as a gym not Community centre                              | Did not proceed                      |            |                 |
| 10.5.23 | Mr Ravi         | GDPA Protected | Didn't view            | Intended use as a off licence not Community centre                      | Did not proceed                      |            |                 |
| 1.8.23  | Mr C Johnson    | GDPA Protected | Didn't view            | Intended use as a gym with hiring out for training not Community centre | Did not proceed                      |            |                 |
|         |                 |                | Viewed on the 23.11.23 | Tea rooms with community events                                         | Spoke to Council and did not proceed |            |                 |

## Price/Rent

The Landlord has retained the rental at a level which is considered realistic (£13500 per Annum) and we have successfully let unit 2, Taylor road which is half the size of this unit for £8000 per Annum after a very short marketing period.



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## Market Comment

The market interest has been reasonable for alternative uses even though the site is marketed clearly as Community Use only, due to the planning restrictions. A number of applicants have indicated an element of community use in their discussions, and we have recommended direct communication with Folkestone and Hythe Council to ensure that their use complies with the planning use. Neither party who offered an element of community use have wished to proceed. All other interested parties wished to use the unit for alternative uses and were not suitable to view or progress.

We, as the marketing agent emailed [property.enquires@folkestone-hythe.gov.uk](mailto:property.enquires@folkestone-hythe.gov.uk) on the 31<sup>st</sup> March 2022 offering the unit for rental to the Council for communities use but did not receive a response.

The evidence is that there is no effective demand for renting this premises with the existing use as a community centre. Any interest has not proceeded following looking at the figures or speaking with the council. At no time during the initial or more specific marketing were we approached to rent the premises for community activities only. All applicants needed an element of retail or tea room use.

The site has remained unlet despite genuine and sustained attempts to locate a suitable tenant, we do have to conclude that it will remain extremely difficult to locate a suitable tenant for this site and alternative use options should be considered as we have applicants waiting to progress. Use class order E (commercial Business and Services) would be the most realistic route as demand is present in the market place.

Please do not hesitate to contact me if you have any questions.

Yours sincerely



G M Hirst BSc (Hons) NDA MRICS

RICS Registered Valuer

Director

for and on behalf of Angela Hirst Chartered Surveyors & Hirst Commercial



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