Tushingham Moore

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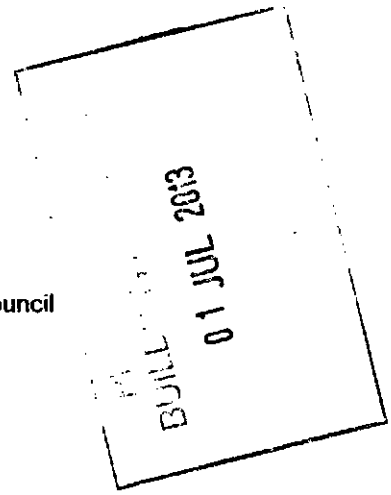

Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Our Ref: AG/KL

27th March 2013

Dear Sirs

Unit 2, 1 Hardman Boulevard, Manchester

Proposal: Change of Use of Unit 2, 1 Hardman Boulevard Manchester as shop use with Use Class B1, pursuant to planning permission reference: 063139/FO/CITY1/01.

Location: Unit 2, 1 Hardman Boulevard, Manchester

We have been asked to write to you in respect of the above matter, detailing marketing initiatives to date.

Tushingham Moore and Knight Frank have conducted a sustained and aggressive marketing program since January 2011 and Spring 2006 for the respective units. Despite the success of Spinningfields, these units have not proved of interest to retail or leisure operators.

The marketing we have done to date includes:

- Targeted list of A Class operators, approached direct.
- Inclusion of Spinningfields with this unit highlighted on our property database Shop Property.
- Mailshot of this property to know operators with a requirement for Manchester.
- Mailshot to agents who are active in the North West.

There have been 3 interested parties including MYO which were a sandwich shop operator in Galsgow and they decided not to roll the brand out nationally; a bike store operator but they didn't receive financial backing; and a private doctors surgery but they decisided to stay put on St John Street.

There are a number of issues which have contributed to operators not being keen on the unit as follows:

- **Unit 2, 1 Hardman Boulevard** – this is a corner plot, situated at the back of Royal Bank of Scotland's Non Customer Facility Building and facing the exit of the Quay Street NCP car park. There is virtually no passing trade.

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Allied London were prepared to be flexible in terms of rent and incentives, discounting these units from the rest of the Spinningfields retail offer, but few firm offers were made due to the comments above. We did have complete a lease with Shimla Pinks, which included a discounted rent, a capital incentive to assist with fit out and a rent free period; unfortunately their business went into administration and unit has never been traded**Additional Uses – B1 Office**

Therefore, I believe that the only viable use for these units is for office accommodation.

There is healthy demand from office occupiers wanting to be part of the successful Spinningfields scheme. There is no current option for smaller businesses to be part of Spinningfields as the offer has traditionally been new build and large floor plate office buildings.

There is demand from smaller businesses seeking premises that offer smaller floor plates and lower rents compared to the new build properties.

Office occupiers would be attracted to the subject units, since smaller businesses want to be part of the successful Spinningfields development. The office agents on the scheme, OBI Property, can confirm that they receive a positive level of enquiries from occupiers seeking sub 5,000 sq ft office suites within Spinningfields. Furthermore, the sustained success of the Regus operation and recent opening of 12 operations provides further confirmation that smaller occupiers want a presence at Spinningfields. We believe that disposing of this unit to an office user will assist in creating activity / vibrancy to the Leftbank scheme as it will improve footfall and assist the current leisure operators by improving the occupier mix on Leftbank. Disposing of this vacant unit to an office occupier will assist in improving all aspects of Leftbank (for current and future leisure / retail occupiers) and also provide entry for smaller office businesses wanting to take space on Spinningfields.

We believe the units will appeal to a wide range of business sectors; including marketing / design agencies, legal recruitment firms and niche professional service firms such as legal and accountancy firms employing between 10 – 50 employees.

Although the configuration and prominence of the units are restrictive to retail / leisure operators, we believe these will not be significant issues to the discerning office occupier.

Each unit provides clear floor space, good floor to ceiling height and good natural light.

Kind regards.

Yours sincerely

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