



MARKETING REPORT

HLOWAA House, George Curl Way, Southampton, SO18 2RX

Prepared by Will Staniland BSc MRICS in conjunction with Omega RE on behalf of Hampshire and Isle of Wight Air Ambulance in respect of pre-application for change of use of part of the subject building .

Dated 05/05/2026

Background

The Hants and Isle of Wight Air Ambulance began their Charitable service with their first operational flights on 1st July 2007 from Thruxton Aerodrome in North Hampshire .

Over the last 10 years the Charity have been seeking a site which was more central to their operating area (across Hampshire and The Isle of Wight) and could offer an opportunity to merge their operational base at Thruxton and administrative site currently in Adanac Park , Nursling . What was the Htec building in George Curl Way was identified as the optimum site and location in late 2022 and in March 2023 Rumsey and Partners were tasked with acquiring the property, which was not on the market for sale , was subject to a lease and was owned by a party not interested in selling .

At the end of July 2025, the purchase was completed having secured planning consent for change of use , received approvals and agreements with inter alia Southampton Airport's ownership and the CAA and vacant possession .

Whilst the location of the building was optimum for HLOWAA , the size was not and approximately 50% of the total floor space was surplus to requirement and would need to be let by the charity to provide long term income and underwrite the c £15m investment in the acquisition and conversion of the property .

From the start of the process Rumsey and Partners had been collating a list of potential occupiers of the surplus space, acknowledging however that the final internal configuration would need to be established before that space could be fully marketed and that the utility of that space would have to take a secondary position behind the operational needs of the HLOWAA space and as such could well be compromised . In addition, it was understood that any occupier of that surplus space would need to be able to operate alongside an operational Air Ambulance facility and ideally would offer some synergy and mutual benefits of this co-location .

To ensure that a suitable occupier could be identified , as well as Rumsey and Partner's informal marketing and monitoring , in October 2023 HLOWAA started engaging with regional Real Estate consultancy Omega RE , who were identified as best suited to satisfy the

brief . Omega was identifying possible occupiers from this point but were not formally instructed to begin a marketing campaign until September 2025 once the final internal layout and specification of the surplus space to be offered was established . The conclusion of that campaign resulted in identifying ParClub as the optimum (and only) tenant for the entirety of the space as detailed below .

Executive Summary

This report has been prepared in support of a planning application seeking permission for the change of use of part of HIOWAA House, George Curl Way, Southampton, SO18 2RX from employment uses (Use Classes B2/B8/E(g)) to flexible leisure and associated uses (Class E / sui generis).

The property has been actively marketed for employment uses, including industrial, storage, office, R&D and training functions, for a continuous period of 7 months and has been informally marketed for a total of over 30 months.

Despite a comprehensive marketing campaign, the property has failed to secure a viable occupier for its lawful employment use for the whole or part , which would not have either compromised the use by HIOWAA or the utilisation of the residue of the surplus space .

It is therefore concluded that:

- There is no reasonable prospect of continued employment use specifically in line with the B1,B2 and B8 use , and
- The proposed leisure use represents a sustainable and policy-compliant alternative, consistent with the National Planning Policy Framework and policies of Eastleigh Borough Council.

Site Description

The application site comprises part of HIOWAA House, located on George Curl Way adjacent to Southampton Airport.

The building was originally built in 2000 as a single industrial , ancillary office and warehouse facility of c46,160 sq ft (gross internal area) which at the point of being acquired had been internally adapted by the long standing and original occupier Htec to provide approximately 40% office content having converted some 25% of the original warehouse space for office use.

Having adapted approximately 60% of the footprint for the “Creation of headquarters for Hampshire Isle of Wight Air Ambulance (HIOWAA) and other healthcare services to include offices; the creation of a helipad; change of use and minor alterations to existing building to form a mixed use comprising B2, B8, E(e) and E(g); and other associated works “, under a planning consent granted on 30 July 2024 , the residual surplus space was compromised .

This compromise being that the space was split into two first floor and one ground floor wing of offices accessed via a shared entrance hall with HIOWAA and the rear section of the residue

of the warehouse and industrial space which was fitted out as offices (with a partially suspended ceiling below the 8 m ridge height) . There is no loading door as the rear yard as this area is required for the secure Air Ambulance Road support vehicles and an extension of the rear yard space needed to provide a taxi way between the new “hanger “ door for the helicopter into the building and an “ airside “ secure corridor to the Southampton Airport runway falling under CAA regulations .

The surplus property which has been marketed provides a total of approximately 20,043 sq ft (1,862 sq m) of (gross internal area) accommodation arranged over ground and first floors, with suites ranging from approximately 414 sq ft to 6,507 sq ft.

Key characteristics:

- Multi-let / sub-divisible accommodation
- Built circa 2000
- Air conditioning and CAT5 cabling
- Car parking provision (approx. 1:302 sq ft ratio)
- Proximity to Southampton Airport and Parkway station (approx. 6 minutes' walk)
- Good strategic access to M27, M3 and A31 corridors

But as was identified in the marketing material the space is to be shared in part with the Hampshire & Isle of Wight Air Ambulance, resulting in a partially constrained operational environment and restrictions as to access for practical and for security reasons .

Suitability for Employment Uses

While the building offers flexible accommodation, several factors materially limit its attractiveness for modern industrial and logistics occupiers:

Functional Limitations

- Lack of dedicated yard space , loading door and servicing for HGV movements
- Shared occupation restricting operational flexibility.
- Cost and practical (security , building and fire regulations issues) of dividing the space for multiple office tenants.
- Non-purpose-built industrial specification

Market Positioning

- The property sits between office/R&D and industrial typologies, limiting appeal to either sector.
- Competing stock in the wider Southampton / Eastleigh / M27 corridor offers:
 - Purpose-built industrial units
 - Superior logistics specifications
 - Dedicated servicing

Configuration Constraints

- Fragmented suite layout

- Multi-level accommodation not aligned with modern industrial demand.

As a result, the property is best described as functionally obsolete for mainstream employment uses, particularly B2/B8 but could be suitable for B1(a) / E class use subject to willingness to share a common entrance hall and to operate from 3 or 4 different areas accessed from the entrance hall i.e. the “left and right” , first floor front wings , the ground floor right front wing and the “rear” ground floor former industrial space , now configured as offices .

Planning Policy Context

The site lies within the administrative area of Eastleigh Borough Council, where policies seek to protect employment land unless it can be demonstrated that:

- The site has been actively marketed for employment uses, and
- There is no reasonable prospect of take-up.

This approach is consistent with the National Planning Policy Framework, which supports the reuse of land where there is no reasonable prospect of its original use continuing.

Marketing Strategy

The property has been marketed by Omega RE, a commercial agent active in the South Coast market. Omega provided the initial marketing report (Appendix I) setting out the strategy and identifying the relevant issues .

The property has been marketed by Rumsey and Partners and Omega Re by way direct approaches to known market requirements for office and industrial users since mid-2023 but not formally until September 2025

Prior to that between 2021 and 2023 and before agreement on the sale of the freehold had been made between HIOWAA and the freeholders (London Metric REIT) , the existing tenants Htech, had been seeking to assign or sublet the space as a whole or as parts via CBRE in Southampton and had had no interest apart from HIOWAA .

The property has been the subject of a full marketing campaign continuously by Omega RE on behalf of HIOWAA from 25th September 2025 to 5th May 2026 by , totalling approximately 7 months and any interested parties will be .

The property has been marketed on a leasehold basis, with rent available on application but guiding at between £12.50psf and £15psf dependent upon size and specification.

The quoting terms reflect prevailing market conditions for comparable secondary employment space in the local area.

Marketing Activity

The marketing campaign has included:

Online Promotion

- Industrial Agents Society (IAS platform managed by Kato)
- Office Agents Society (OAS platform managed by Kato)
- Commercial property databases (CoStar)
- Omega RE website

Direct Marketing

- Circulation to office and industrial agent databases
- Targeted approach to:
 - Adjoining occupiers
 - Industrial occupiers
 - R&D / life sciences users
 - Training and education providers

Property Particulars

High-quality marketing particulars were produced highlighting:

- Flexible use potential
- Proximity to transport infrastructure
- Suitability for a range of employment uses.
- Benefits of co-locating with HIOWAA

Enquiries and Interest

During the marketing period:

- Total enquiries: 20
- Viewings undertaken: 10 separate parties (including ParClub)
- Formal offers received: 1 - ParClub
- Specific feedback (see schedule attached as Appendix IV)

Key observation

A significant proportion of interest has been from:

- Non-traditional employment uses including leisure users but in the main for parts only.
- Office occupiers seeking cheaper space but ultimately uninterested due to “industrial nature” of the space / setting and shared entrance hall

There has been extremely limited demand from core industrial (B2/B8) occupiers due to the lack of a yard and loading.

Market Feedback

Feedback from prospective occupiers has been consistent:

- Building not suitable for logistics or manufacturing operations
- Lack of yard and servicing
- Competition from modern industrial units in better locations
- Layout better suited to office , assembly, training, or leisure-type uses.
- Office occupiers found the space “too industrial “ in nature .
- Single user , large occupiers tend to be seeking higher quality space with own identity

This demonstrates a clear misalignment between the building and current employment market demand.

Comparable Market Context

The wider Eastleigh/Southampton market provides:

- Strong supply of modern industrial units and office space
- Better-located logistics facilities near motorway junctions
- Purpose-built employment space

In contrast, HIOWAA House:

- Does not meet industrial occupier requirements in terms of loading , yard and access.
- Does not meet most office occupier requirements.
- Is unable to compete effectively.

Case for Leisure Use

The proposed leisure use aligns with the building’s flexible internal layout and is compatible with surrounding uses, including the HIOWAA activity. The proposals will generate employment, activate underutilised floorspace, support local economic diversification and provide a leisure use for which there is proven demand and which is not able to be accommodated in other office buildings and not acceptable for landlords or potential customers in most industrial locations. Please refer to the pre-application statement for further details on the proposals and their benefits.

Conclusion

The evidence presented demonstrates that:

- The property has been actively and appropriately marketed.
- For a reasonable period
- At market-appropriate terms
- With no success in securing a viable employment occupier

Accordingly there is no reasonable prospect of the site being used for continued employment purposes in particular within B1 and B2 uses .

The proposed change of use is therefore justified in accordance with:

- Eastleigh Borough Council policy, and
- The National Planning Policy Framework

Appendices

- I. Marketing report and Comparable evidence
- II. Marketing particulars
- III. Screenshots of listings
- IV. Enquiry schedule
- V. Photographs
- VI. CBRE historic letting details

All attached as separate PDFs