

Marketing Report & Appraisal

In respect of



1 Ropewalk

Hamble

SO31 4HA

Section

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1: Location

The property is located on the corner of the Quay and Ropewalk, a cobble road of one way direction and a very tight restricted road for the Ropewalk consisting mainly of residential properties.

The front of the building faces the public slipway and the Quay with direct access to the river Hamble. A public car park and a sailing club attached. No. 1 Rope Walk was last used as 'Beer Grylls' restaurant/bar/coffee shop (last trading during 2020) and before that 'The Slipway'. For consistency the site will be referred to as '1 Ropewalk' in this statement. The site comprises two Grade II Listed Buildings set at the heart of Hamble-le-Rice. Its front elevation is set on to Rope Walk with its rear and side elevations facing The Quay. Outlook from the front is directly over the famous quay and leisure boating area of the River Hamble:

2: Property

The building has a garden/courtyard to the rear with double gates for car access.

At the rear are some French doors leading into the building and the side has a separate door leading into the building, furthermore another door at the front of the building for access.

The building has several small Georgian style windows to the front and the side with a fire exit and a further door at the rear.





Internally:

Attic: consists of three small rooms obviously once used for residential/rest/changing/storage for staff

First floor: consists of three rooms used for eating areas, small staff toilet/shower room and through a corridor a small commercial kitchen with washing up facilities.

Ground floor: consists of three rooms, two small rooms with seating area a further larger room with seating/tables a bar and attached is a cellar/storage and finally toilet facilities.

The building originally built as two residential properties LEONARD HOUSE and QUAY HOUSE and then was converted into a restaurant with part residential above for the staff accommodation and a rest room.



3: Commercial history & Viability

Summary of business noticeably being negative viability, loss due to difficulty to trade at the Premises known as 1 Ropewalk, Hamble, SO31 4HA.

During the period from August 2007 to September 2020 there have been several attempts by different individuals/companies to make the restaurant work but have failed for one reason or another, the last hopeful was the Bugle public house with a great reputation but could not see the place as a viable proposition after a trial period.

Below is a list of companies.

BUGLE PUBLIC HOUSE, trial period before commitment (please see below)

SLIPWAY ON THE QUAYS LTD

Company number 11302647 Incorporated on 10 April 2018 Dissolved on- 29 September 2020

COAST TO COAST VENTURES LTD (external company did not want to pursue)

Company number 10754998 Incorporated on 5 May 2017 -Dissolved on- 9 October 2018

HAMBLE DINING EXPERIENCE LTD

Company number 09712878 incorporated 31 July 2015 - Dissolved on 18 April 2017

CASTAWAY HAMBLE LTD

Company number 08606557 Incorporated on 11 July 2013-Dissolved on 27 January 2015

BISTRO ON THE QUAY LTD (external operator Owing rent arrears)

Company number 09159092 Incorporated on 4 August 2014 Dissolved on- 17 November 2015

HAMBLE DINERS LTD

Company number 07118092 Incorporated on 6 January 2010-Dissolved on 10 March 2015

BREEZE RESTAURANTS LTD

Company number 06331335 Incorporated on 1 August 2007-Dissolved on 15 October 2011

Email regarding use of the premises by The Bugle (Nold and underlining added):

Matthew Boyle & <matthew@idealcollection.co.uk>

3 Nov 2020, 16:09

Dear Mr Loizou

Many thanks for allowing us to rent the The Slipway for August - September for our pop up Trial operation.

Having seen the levels of trade we have determined that it would not be viable for us to enter into a long term lease with you for the premises.

Good luck with the venue in the future.

Kind Regards

Matthew

Matthew Boyle

Director, Ideal Collection

Tel: 01489 889100

Email: matthew@idealcollection.co.uk | Web: www.idealcollection.co.uk

Add: Unit 14, The Boat Yard, Swanwick Marina, Southampton, SO31 1ZL

4: Hamble Hospitality Overview

Hamble village consist of several **commercial eating and drinking establishments** some that are historic which have been around for many years:

Bugle Public House Historic

King and queen Public House Historic

Victory Inn Public House Historic

The Whyte Harte Public House Historic

River Rat Restaurant

Thaiger Lounge and Boomerang Bar Restaurant

Properganda Pizza Restaurant

Banana Wharf Restaurant and Bar (Marina)

Jenny's cafe

Beach Hut cafe

Cinnamon Bay Restaurant (Closed Down and vacant property)

Beargrylls restaurant (closed down) (**Application Premises**)

Not eating or drinking establishments

White and Guard estate Agents closed and vacant property for Let

Lazy Tanning shop closed down and vacant

B and B now a bed and breakfast after being previously a coffee shop



5: Marketing Overview & Viability

The building known as 1 Rope Walk has over the last few years has been closed.

The property has been **marketed by Standfords Estate Agents since the beginning of 2024** for several months with no success. It is understood that there have been some verbal communication from a couple of developers who wish **to redevelop the property back into residential**. The following is the verbatim marketing report from the agents:

Dear Andros Loizou

We have had 1 Rope Walk on the market now for circa seven months.

As it stands we have had no enquiries to view the property or even phone calls asking for further information on the site as it currently stands. I have forwarded the details and the floor plan to over 50 investors / business proprietors seeking new spaces for further expansion and unfortunately the site will not work for them.

The only enquiry is from a member of public who was enquiring if it had planning for a residential house as they were looking for a residential property/project

I feel that in the current market and countries circumstances with the economy & cost of living that this type of property is going to be on the market for a very long time before it even gains any sort of enquiries. A lot of commercial properties that have been on a very long time are now seeking other means for the units to have a change of class / usage to be able to become occupied. There has been in Eastleigh for example a number of commercial properties that have been vacant a very long time and did start to become unsightly that have been bought and the usage has been changed to become residential properties or units.

As it stands I have now removed the property from the market.

If there is anything I can do further then please don't hesitate to let me know.

Kind Regards

Bradley Henley

Senior Sales Manager

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The marketing Report should be structured as follows:

6: Conclusion

It has become apparent through the planning history, that the property is of some importance to the village being historic and in a prominent position in the village directly on the corner of a road and overlooking the river Hamble.

Externally, the building has the appearance of the original houses rather than a restaurant. This makes it more difficult to attract passing customers where other eating/drinking establishments are more obvious in their appeal, which would be inappropriate to this historic listed building.

The internal layout is very difficult manage as a restaurant having several small rooms scattered on three floors and a stair case leading to the first floor where the commercial kitchen is located requiring transfer of food from there to the ground floor. Historically a customer has fallen down the flight of

stairs to use the customer toilets (which are on the ground floor) and a member of staff has fallen down the stairs whilst carrying hot food to the Bar area where the staircase is of original form and very narrow.

The major difficulty in using the building for the preparation and serving of hot food is that there is no space to move the kitchen to the ground floor without knocking walls to create a large enough room to accommodate a commercial kitchen. This is unlikely to be acceptable in listed building terms making improvements unviable. The building does not lend itself to restaurant use due to its layout which is not alterable in any meaningful way. This is despite the Planning Inspector's comment that *'the existing arrangement is unlikely to be the only possible layout for a commercial use here'* This comment was made with no deep consideration of the changes that would be required or the impact that this would have upon the fabric of the Listed Buildings. As it stands the necessary rental on the property with the limited space to trade from results in a use that does not function, physically or financially.

This conclusion is amply demonstrated by the high turnover of users and the current lack of offers for its continued restaurant use. It is telling that the only interest shown on the premises is by parties interested in its use for residential as is currently sought.

Notwithstanding the Planning Inspector's comments that *'nevertheless, as short as some tenancies appear to have been, the unit has proven to be successful in the recent past, insofar as it has been occupied. I have no substantive evidence before me to demonstrate why those business operations ended or to confirm what measures the appellant took to mitigate any matters within their control'*, this comment is considered to be somewhat skewed in that it is the very fact that the tenancies have been short term that demonstrates the inability of the building to sustain a viable commercial use. At this stage the applicant is unable to provide 'evidence' of why each occupier left the building other than the telling email from the Bugle which directly refers to the level of trade and the fact that the building has now been vacant for a long period with marketing proving unsuccessful. It is understood that demonstration by the applicant that the property has been properly marketed unsuccessfully should be sufficient to allow an alternative use, in Policy terms.

The applicant has borne the cost of this empty building for a long period and wishes to see it put to use as an asset to the village and to secure the future of its historic legacy by returning it to the purpose for which it was built. The village (as demonstrated) does not lack attractive eating and drinking establishments and has operated perfectly well for many months without the benefit of this particular site.