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REPORT IN RELATION TO

**THE WHITE SWAN, 22 THE VILLAGE,
CHARLTON, LONDON SE7 8UD**

Prepared by:

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CONTENTS

1.0 Introduction

2.0 Location

3.0 Description

4.0 Trading History

5.0 Marketing History

6.0 Summary

APPENDIX I: Marketing Details

APPENDIX II: Marketing Board Order

APPENDIX III: Viewings Schedule

APPENDIX IV: Requirements List



REPORT ON MARKETING IN RELATION TO
THE WHITE SWAN, 22 THE VILLAGE, CHARLTON,
LONDON SE7 8UD

1.0 INTRODUCTION

- 1.1 Jenkins Law are a practise which specialise in retail and leisure throughout the UK with a bias towards London and the South East, dealing with agency and professional work in relation to hotels, pubs, bars and restaurants.
- 1.2 Both personally and as a practice we have been heavily involved in the letting, management and acquisition of pub, bar and retail properties within the SE Postcodes and have had a long-term involvement in Charlton and the surrounding locations such as Plumstead, Greenwich and Eltham.

2.0 LOCATION

- 2.1 Charlton is a densely populated affluent suburb in South London. The subject property is situated on the South Side of the B210 in the village with Charlton Park to the South. Charlton Rail Station (National Rail – South Eastern Railway) is located to the North of the property 0.5 miles away.
- 2.2 Nearby occupiers are principally made up of independent retailers and restaurants, multi- national tenants include Co-op, Ladbrokes and Pizza Hut.



3.0 DESCRIPTION

- 3.1 The subject property comprises terraced two storey public house with ground floor and basement cellar.
- 3.2 The subject property is of brick construction originally built in the late Victorian Period.
- 3.3 The trading accommodation is set over ground floor and basement, there is also a garden area to the rear. The internal basement space acts as a cellar store for the pub space.

4.0 TRADING HISTORY

- 4.1 The property has historically been a community pubic house, the pub previously offered a range of beers, wines and spirits, along with a food offering.
- 4.2 The public house was previously owned by Punch Taverns and operated as a tied pub up until 2015.
- 4.3 Following the pubs closure it was taken over on a free of tie lease by a new tenant who introduced, live music, quiz nights and an expanded food menu.
- 4.4 Despite the additions the pub frequently closed early throughout the week if business was too light.
- 4.5 The public house failed operating as a community use and closed again in November 2019 following the leaseholder vacating, ultimately going into bankruptcy.



5.0 MARKETING HISTORY

- 5.1 Jenkins Law were instructed to market the existing premises on a new lease in November 2019.
- 5.2 Marketing particulars were prepared at a rental of £50,000 per annum, on a new lease for a term to be agreed. The details can be seen in Appendix I.
- 5.3 A marketing board was ordered and erected to directly market to the local community, please see Appendix II.
- 5.4 The details were circulated to subscribers of Jenkins Law enquiries database, specifically targeting parties with known requirement for this type of leasehold property. The property was also listed on Jenkins Law website that receives over 650 unique visitors per week. Direct marketing was also undertaken, targeting local occupiers in the vicinity and multi-national operators. Local leisure businesses were specifically targeted via hardcopy send outs with the view to them already having trading knowledge of the area.
- 5.5 Details for the property have also been circulated through Estates Agent Clearing House (EACH) through both online and physical send outs regularly.
- 5.6 Since we began marketing the property, there has been limited interest. We have carried out 4 onsite inspections with potential occupiers and no viewings have been requested in the last 8 months, the parties who did provide feedback felt that the area and pitch was very quiet from a trading point of view as there was limited footfall activity, there is already a competing public house (The Bugle House) in the immediate vicinity which benefits from a larger footprint than the subject property. As a result tenants felt the location would not be viable to support another leisure operation. A viewings schedule can be seen under Appendix III
- 5.7 Another key issue is the lack of requirements for Charlton as a town from pub tenants, the Requirements List has over 21,000 requirements listed with over 300 companies using the platform, there are currently no listed requirements for A4 (pub use) operators at all for Charlton, for reference please see Appendix IV.
- 5.8 Due to a lack of offers, we had to take action to try and entice parties to consider the property and make an offer. The quoting rent was lowered in 2020 to £40,000 pa (See Appendix I) and we contacted all parties who had enquired previously to advise of the reduction in rent.
- 5.9 Although the rent has been reduced, we have still not received any offers for the property to date.



6.0 **SUMMARY**

- 6.1 Demand for the existing pub is extremely limited, we have been marketing the premises for 12 months without finding an operator to take occupation on a leasehold basis.
- 6.2 The quiet location and lack of tenant requirements in Charlton are the key issues. Since marketing the property, we can confirm we had such a poor response and such limited interest we have no confidence in letting the commercial element of the property at the current time.
- 6.3 We do not consider that anything has changed within the locality to suggest that there would be an increased demand or any further likelihood the commercial property as it is will be occupied by a commercial tenant.
- 6.4 The impact of COVID-19 on the leisure industry will further compound these issues with interest likely to decline further.
- 6.5 We consider that it is unrealistic for the property to continue as a community use, evidenced by the previous tenants failing operating as a community use previously and the extremely poor level of interest throughout the marketing campaign.
- 6.6 We predict this will remain to be the case moving forward and the property will continue to be vacant for the foreseeable future.

A handwritten signature in blue ink, appearing to read 'Rayford'.

.....
JENKINS LAW LTD



APPENDIX I
MARKETING DETAILS



A4 UNIT TO LET IN CHARLTON

**THE WHITE SWAN, 22 THE VILLAGE,
LONDON, SE7 8UD**



Location:

The subject property occupies a prominent position Charlton Park Road, the surrounding area is a densely populated residential area.

Charlton Railway (National Rail) is located a short walk away.

Accommodation:

The unit is arranged over ground floor and basement and has the following approximate net internal areas:

Ground Floor: 2,207 sq. ft. (205.04 m²)

Basement: 1,238 sq. ft. (115.01 m²)

Use:

The retail premises benefit from A4 planning consent. Alternative uses may be considered subject to planning.

Rent:

£50,000 per annum exclusive.

Lease:

The premises are available by way of a new 10/15 year full repairing and insuring lease subject to 5 yearly upwards only rent reviews.

Rates:

Interested parties are advised to make their own enquiries directly with the Local Authority.

Legal Costs:

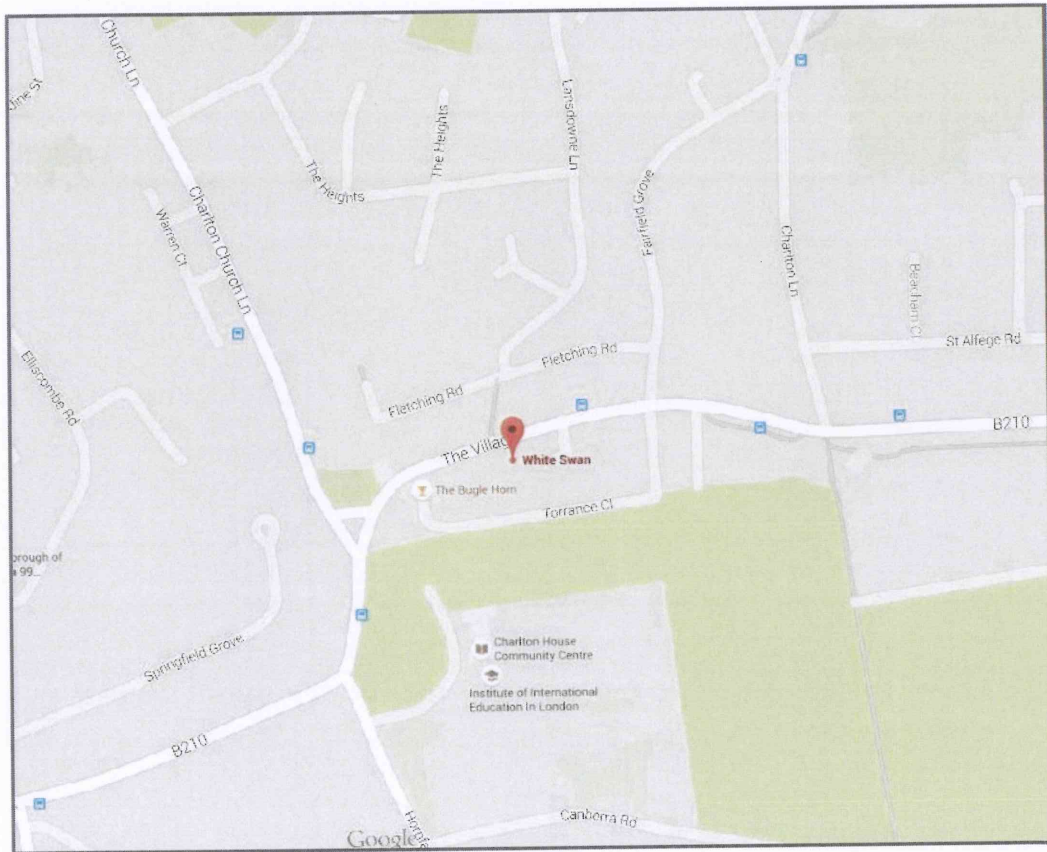
Each party to bear their own legal costs.

Viewings:

Please contact:

Ryan Mylroie
ryan@jenkinslaw.co.uk

Paul Jenkins
paul@jenkinslaw.co.uk



Misrepresentation Act: Whilst every care is taken in the preparation of these particulars Jenkins Law Ltd, any joint agents involved and the vendor take no responsibility for any error, misstatement or omission in these details. Measurements are approximate and for guidance only. These particulars do not constitute an offer or contract and members of the Agents firm have no authority to make any representation or warranty in relation to the property.



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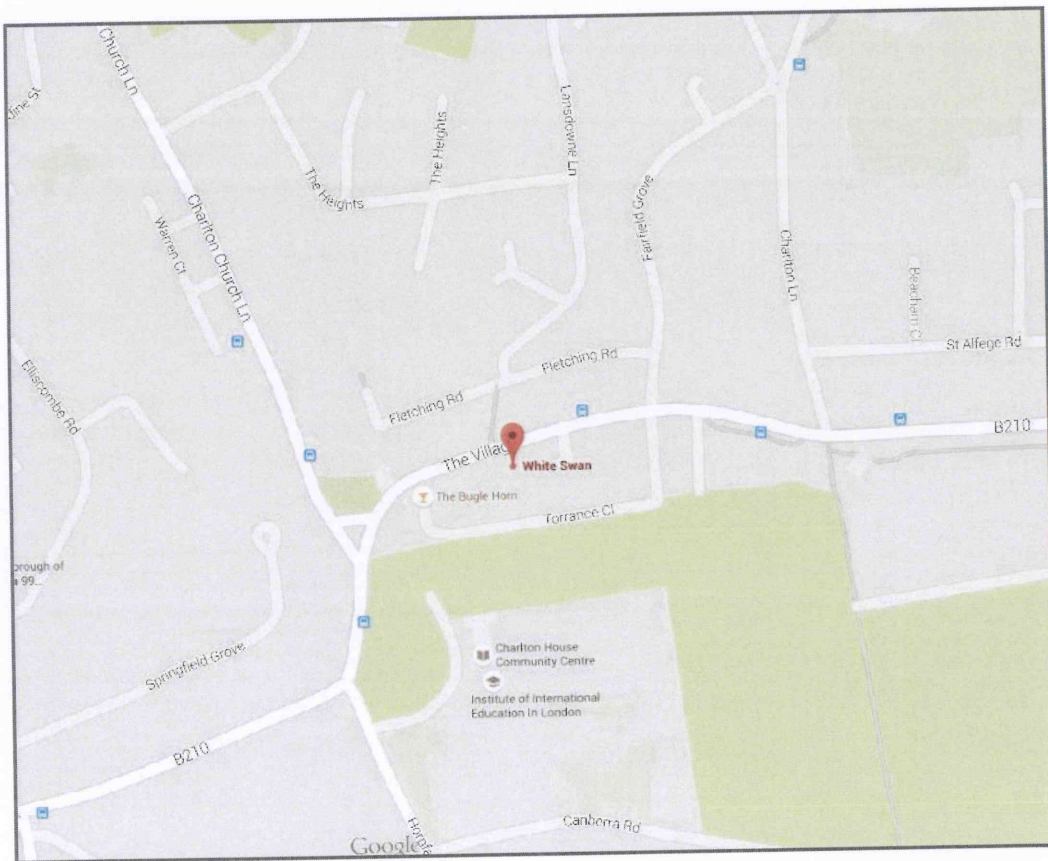
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ryan@jenkinslaw.co.uk

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APPENDIX II
MARKETING BOARD ORDER

Ryan Mylroie

Subject: Board Order - The White Swan, 22 The Village, Charlton, London SE7 8UD

From: Ryan Mylroie

Sent: 18 November 2020 12:16

To: Order <order@daylight-signs.com>

Cc: Paul Jenkins <paul@jenkinslaw.co.uk>; Danny Elliott <danny@jenkinslaw.co.uk>; Kyle McGuire <kyle@jenkinslaw.co.uk>; Amanda Clarke <amanda@jenkinslaw.co.uk>

Subject: Board Order - The White Swan, 22 The Village, Charlton, London SE7 8UD

Dear Sirs,

Please could you erect a 5'x4' V board on the above property.

Board to read – PUB TO LET

If you have any questions or queries please do not hesitate to contact me.

Kind Regards

Ryan

RYAN MYLROIE BSc (Hons)
DIRECTOR



t: 020 7440 1840

e: ryan@jenkinslaw.co.uk

a: 20 Hanover Street, Mayfair, London W1S 1YR



APPENDIX III
VIEWINGS SCHEDULE

The White Swan - Viewing Schedule

| Viewing Date | Party | Comments/Feedback |
|--------------|-------------------|--|
| Nov-19 | James Roberts | Concerned with the location and lack of footfall. |
| Nov-19 | Luke Kinsella | Concerned with the location and lack of footfall. |
| Jan-20 | Jim Birch | No feedback. |
| Feb-20 | Henry Greenleaves | Expressed concern with the lack of trade/footfall. |



APPENDIX IV
REQUIREMENTS LIST



Filter your results

London (Charlton) (2046) ↻

Region(s)

- Ireland
 London
 Midlands
 North East
 North West
 Northern Ireland
 Scotland
 South East
 South West
 Wales

Size Sq. Ft. (min) 🔍 Search 🗑️ Reset

Planning Class

- A1
 A2
 A3
 A4
 A5
 B1
 B2
 B8
 C1
 C2
 C3
 D1
 D2
 Sui Generis

Items per page 10 ▼

Add your own requirements (/add-your-requirements)

Upgrade to Advanced package (/subscribe) to use this feature

Export Contacts

Export Requirements

There are currently no results which match your search criteria. If you are searching for a location within the M25, please use the following format: London (Croydon), London (Richmond) or London (Canary Wharf).

[Advertise \(/advertise\)](#)

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