

Ref: EBC-EL-15

Inspector Robert Mellor BSc DipTRP DipDesBEnv DMS MRICS MRTPI  
c/o The Programme Officer  
Mrs Claire Jones-Hughes  
Banks Solutions  
6 Brading Road  
Brighton  
BN2 3PD

21<sup>st</sup> June 2016

Dear Inspector,

### **SHL Marketing Information for Sovereign Harbour**

I write in response to the marketing information for the Sovereign Harbour sites submitted by Sovereign Harbour Limited on 14<sup>th</sup> June (*REP-12-11*). Please find Eastbourne Borough Council's responses to the submission set out below.

It is acknowledged that in SHL's submission, reference is made to the following:

- Direct marketing by Tarmac plc with support of English Partnerships, SEEDA and EBC.
- Agreement with English Partnerships to advertise the land as available on their website.
- Stiles Harold Williams were appointed as commercial agents in 2005.
- Direct marketing at occupiers or developers from 2005 onwards.
- Refreshed full marketing campaign between 2007 and 2014 which included national advertisements in the Estates Gazette and a marketing brochure.

However we do not believe that this constitutes a strong marketing campaign of a landowner who is actively trying to deliver office development. The statement does not provide evidence of what actual marketing was carried out, including where was it advertised and how many times, and who were the details sent to and when.

It is not considered that generic references to marketing provide enough information to demonstrate that an active marketing campaign has been undertaken, and no further specific details have been provided. For example

- What did the direct marketing by Tarmac and Stiles Harold Williams involve? How many companies were contacted and by what means? How long did the marketing last?

- How long and how many times were the sites advertised on the English Partnerships website?
- What did the refreshed marketing campaign between 2007 and 2014 involve?
- How often and for how long was the site advertised in the Estates Gazette?
- Who was the marketing brochure circulated to and what details did it contain?
- How was the local market engaged in marketing? How were businesses in the local area contacted to establish their interest in office space at Sovereign Harbour?

The marketing activity of Seachange Sussex as a landowner who is actively trying to develop offices has shown that there is interest in Sovereign Harbour as an office location. The marketing of Pacific House for only 6 months since completion has resulted in over 126 enquiries amounting to 12,319 sqm (132,600 sq ft) worth of enquiries and 67 viewings, which proves that effective marketing creates strong interest if office space is provided, and that occupiers are prepared to consider Sovereign Harbour as an out of town office location

The example of Pacific House shows that there is market interest from office occupiers at Sovereign Harbour if active marketing of the location to appropriate occupiers is undertaken.

Yours Sincerely,



**Lisa Rawlinson**

**Head of Regeneration & Planning Policy**