

28 March 2017

Jon Hinton  
Reims House,  
8 The Croft,  
Buntsford Drive,  
Bromsgrove  
B60 4JE

Dear Jon,

### **CORINTHIAN PARK, GROVEFIELD WAY, CHELTENHAM**

Further to our discussion in respect of the proposed office accommodation at the above site, I confirm that the process typically undertaken to secure office occupiers off plan encompasses the following sequential stages: -

- Obtain an office use planning consent (ideally at least part detailed rather than just outline)
- Secure named complimentary users within the estate to provide companies with ancillary facilities and create a destination rather than a sterile business park.
- Demonstrate to potential occupiers the developer's credibility through track record, detailed development program, appointed contractor and secured funding.
- Undertake a comprehensive suite of marketing to target occupiers through boards, brochures, occupier mailing, website, PR, site launch etc.

The gestation period for office enquiries between opening discussions to delivering a completed property is typically far longer than other sectors including retail, industrial and roadside uses. This is due to office requirements often being based upon more subjective factors and/or of a bespoke element, whether they be fit-out or mechanical and electrical related. Accordingly, it is extremely rare that we have secured one named occupier for the above park, given where we are in the aforementioned process.

Please let me know if the above requires any further elaboration.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Douglas Bonham".

**Douglas Bonham MRICS**  
**DIRECTOR**