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28th March 2017

J Hinton Esq - Development Director
Hinton Group
Reims House
8 The Croft
Buntsford Drive
Bromsgrove B6 4JE

JOHN RYDE
COMMERCIAL



COMMERCIAL PROPERTY CONSULTANTS
Agency, Valuation & Management

14 ROYAL CRESCENT
CHELTENHAM
GL50 3DA

PHONE: (01242) 576276

e-mail: enquiries@johnryde.co.uk
www.johnryde.co.uk

Dear Mr Hinton

Proposed Development at Grovesfield Way, Cheltenham

I refer to our previous discussions regarding the above site which adjoins the new Cotswold BMW/Mini development and for which you have submitted a planning application for a mixed commercial scheme to include an Aldi Supermarket, a day nursery and a drive-thru Costa Coffee outlet.

In addition, the planning application includes two office buildings, one of which we are discussing regarding a potential occupier.

The remainder of your planning application proposes an outline consent for office development without being specific on the design, layout and size of the buildings.

In my opinion, this is a sensible way of dealing with the overall planning for the site at the current time as in my experience, potential office occupiers either for small or larger amounts of space prefer to understand the nature of the development and nature of other occupiers before they are likely to commence discussions in earnest.

It makes sense for this element of the scheme to allocate the land for office development but for full detailed applications to be developed once the main scheme has been established in accordance with the detailed planning application.

It is very difficult to get office occupiers to engage in discussions before receipt of a planning permission as in our experience, most office occupiers, when they decide to move, will want to ensure a scheme is deliverable before committing resource to negotiations. Unlike retailers, most office occupiers do not have a dedicated property team searching for suitable sites – it tends to be directors or employees who are challenged with this task, which takes them away from their day to day role.

Furthermore, one of the considerations that office occupiers considering space on a business park have to make is the trade-off between more open plan space, with their own front door and a better parking provision against the retail and leisure convenience that a town centre offers. Providing some form of on-site retail provision, such as that proposed, significantly minimises the impact of this. If there were to be no such complimentary uses on the site, it would likely be too big a shift in environment for many businesses (including the occupier who I am representing in discussions for a unit on the site) and their workforce.



I therefore feel the approach taken in securing a consent and delivering complimentary uses before commencing formal marketing of the office space is the best way in which to bring this scheme forward.

I trust the above comments are of assistance to you,

Kindest regards,

Yours sincerely



T C Smith

tmsmith@johnryde.co.uk