

**MARKETING EVIDENCE REPORT IN RESPECT OF
52 DOUGHTY STREET, LONDON WC1N 2LS
FOR
MILTADOU COOK MITZMAN**

December 2023

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52 Doughty Street, London WC1N 2LS

Planning Department
Camden Council
5 Pancras Square
London N1C 4AG

15 December 2023

Dear Sir / Madam

52 DOUGHTY STREET, LONDON WC1N 2LS

In accordance with Miltiadou Cook Mitzman's instructions, Ashurst Real Estate has prepared a marketing evidence report in support of a planning application to change the use of 52 Doughty Street, London WC1N 2LS from an office building under Class E to a single family dwelling under Class C3 of the Town and Country Planning (Use Classes) Order 2020.

For ease of reference, we refer to 52 Doughty Street as The Subject Property.

1 THE AUTHOR

I am David Shapiro of Ashurst Real Estate.

I am a chartered surveyor and commercial property consultant with 25 years post qualification experience.

I was previously a partner and director of Fresson & Tee Chartered Surveyors for 20 years.

My practicing disciplines since 1994 include the sale, purchase and leasing of commercial properties within King's Cross, Euston, Bloomsbury, Holborn and Euston.

I therefore consider myself to be an expert in this market.

2 LOCATION OVERVIEW

Doughty Street is located in the Bloomsbury district of Central London.

Doughty Street runs in a north – south direction for approximately 1,650 feet, connecting Guildford Street in the north to Theobalds Road in the south (becoming John Street following its dissection by Roger Street).

The Subject Property is located on the north eastern aspect of Doughty Street and equidistant from its junctions with Guilford Street and Roger Street.

The Subject Property is situated in a mid-terrace position and is approximately 12 minutes' walk to King's Cross + St Pancras stations, 10 minutes' walk to Chancery Lane station and 7 minutes' walk to Russell Square station.

Doughty Street and by extension, John Street, is known for its elegant Georgian architecture with many buildings being Grade II listed.

Uses within the street include offices, educational, residential dwellings and community uses such as The Dickens Museum and a pub.

This part of Central London has always been challenging to let office properties as it is considered a tertiary location due to poor quality buildings, a dearth of proper amenity and longer than average walking distances to principal transport hubs.

3 DESCRIPTION

The Subject Property is a vacant Georgian town house style building that was probably constructed in the 1820's and has been used as offices since at least the 1970's.

The accommodation is arranged over lower ground, ground and 3 upper floors with a lift theoretically rising to all floors.

The lift is non-functioning and has not worked since at least 2004. It would require significant investment to bring up to modern standards.

The accommodation is fundamentally arranged open plan with lightweight partitioning creating internal rooms and meeting areas.

A large, multi storey extension runs up the rear of the building from ground to 2nd floor levels.

The rear extension can only be accessed via a linking corridor from the front room of each floor and has no direct access from the main hall and staircase.

All floors have large, sliding sash windows to the front and rear elevations and provide a good volume of natural light in the main rooms.

The linking corridors between front and rear however have no natural light or ventilation.

The floor to ceiling heights of the ground to second floors are generous and provide a voluminous feel.

The accommodation has not been refurbished for at least 20 years and its condition and specification reflects its age and lack of attention.

The ground and lower ground floors have tiled floor coverings and the upper floors have worn and soiled carpet floor coverings.

All light fittings are dated and power is fed around the building via traditional wall sockets rather than a modern distribution system such as perimeter trunking.

The Subject Property has been neglected and is in a poor state of repair.

4 CONFIGURATION

3rd floor

Is arranged as a single open plan area with its own WC and small kitchen. This floor benefits from its own roof terrace, located above the rear, multi storey extension.

2nd floor

Is arranged as 2 small offices at the front with 2 small offices to the rear and a WC. The front and rear rooms are linked by the corridor.

All offices have windows with good natural light and ventilation.

1st floor

Is arranged with a large glass walled office to the front with a large open area to the rear, accessed via the internal access corridor. This floor also benefits from its own WC.

Ground floor

Is arranged as an office to the front, small offices in the middle, which can be accessed via the ground floor hallway and a large open plan area to the rear which opens into an enclosed patio garden.

Lower ground floor

Is arranged as a large office to the front, with 2 small rooms behind, kitchen and multiple WC's.

5 CONDITION + SPECIFICATION

The Subject Property has not been refurbished for at least 20 years and is in a poor state of repair and well as having a dated and historic specification.

There is strong evidence of water damage and movement around the building.

The lift is non functioning, as previously stated.

The Subject Property has a gas fired central heating system covering all areas and the 4th floor has a comfort cooling unit.

All light fittings are historic, filament bulb type fittings that are neither attractive nor energy efficient.

Apart from the ground floor and basement, all floor coverings are carpet.

The ground and basement floor coverings are tile, in a dated style.

All electrical fittings are tired and dated.

The Subject Property's current condition and specification are not appealing to a modern office user who require more aesthetically pleasing contemporary fit out and design.

In conclusion, The Subject Property would require a complete and very extensive refurbishment in order to be attractive to an office occupier in today's market.

Appendix 1 of this report provides examples of The Subject Property's condition and specification.

6 ACCOMMODATION

The Subject Property's accommodation is as follows:

FLOOR	SQ. FT.	SQ. M
3 rd	400	37
2 nd	686	6
1 st	699	65
Ground	659	61
Lower ground	578	54
TOTAL	3,021	281
3 rd floor roof terrace	278	26
Ground floor patio garden	339	32

The measurements are to Net Internal Area and IPMS 3 which are the standard bases for measuring offices when valuing for acquisition or disposal purposes.

7 CURRENT OFFICE PROPERTY PREFERENCE TRENDS

The re-emergence of small businesses looking for their own offices is ongoing, albeit very slowly in this part of central London.

The Mid Town section of central London, of which Bloomsbury forms a part, generally tends to lag behind the West End and City office markets in terms of market falls and recoveries and this is currently evident.

One of the big winners of the central London office market in the post COVID environment are serviced office operators.

Serviced offices provide easy routes into a London office, providing flexible short term licence agreements, devoid of the tens of pages of onerous legal clauses normally found in a traditional lease.

They are typically offering fully inclusive rents where a tenant need only pay a single fixed rate monthly charge to the operator.

Whilst the cost of occupying a serviced office is greater than the equivalent cost of a traditionally leased office, the ease of entry and exit appears to outweigh the additional financial burden.

In addition to the ease of entry and exit of a property, serviced offices are typically leased fully furnished and with high speed internet connections already in place.

Internet connections remain a bugbear to all new office transactions due to the time taken to get a connection running alongside the potential additional cost of organising wayleave agreements so that the internet service providers can run their cables through a landlord's property.

A further reason for the expansion of the serviced office market is the additional facilities that many providers offer to their tenants.

Additional facilities includes a reception / receptionist, kitchen, normally free teas and coffees, cleaning of their suites as well as the common areas.

These are all additional costs that a user of a traditional office would need to bear themselves.

Some of the larger providers also have gyms, crèche's and leisure facilities within their buildings too.

A building such as The Subject Property would not be able to compete in terms of ease of access and exit or amenity .

There are several serviced office operators within a few minutes' walk of The Subject Property.

Finally, in conclusion to this section, we have previously discussed the general preference of occupiers of approximately 3,000 sq. ft to be on a single floor rather than over several floors.

Configuration and amenity is another significant reason why The Subject Property is generally unsuitable for the modern office occupier.

8 MARKET CONDITIONS

Due to the COVID pandemic, in March 2020, England was placed into a lockdown where all businesses were forced to close and work from home in so far as possible.

All offices, non essential shops, manufacturing, educational and leisure facilities were effectively closed for the majority of 2020 and a large part of 2021.

2022 saw a relative return to normality following a successful vaccination programme but the pandemic has significantly changed working practices with many office workers either continuing to work from home or adopting hybrid working.

Even now, at the end of 2023, a large proportion of the office working population continues to work from home at least 1 day a week, with many working from home 2-3 days per week.

This adoption of hybrid working practices has significantly reduced the demand for offices as employers have adjusted to the post COVID environment.

Occupiers have generally reduced the amount of accommodation required as they are able to take account of a reduced workforce in their offices at any given time.

In order to attract staff back into a traditional office environment, occupiers taking new leases have tended to acquire the best quality accommodation and have overlooked and ignored poor quality or poorly located offices.

Poor quality and poorly located offices have become almost unlettable in our experience of the market during the last 3 years.

The Subject Property falls into this latter statement and is practically unlettable in its current condition and with its current specification in our opinion.

Even high quality offices in the local area are struggling to attract occupiers and we will demonstrate the weakness of the local office market in the following sections.

In addition to the cosmetic issues, town house office buildings have also become deeply unpopular as businesses generally prefer to have all their staff on a single floor rather than organised over 5 floors, as would be the case with The Subject Property.

Even if The Subject Property could be sub divided and leased as smaller, individual floors, the lack of general amenities that it could offer are likely to make it unattractive to potential occupiers who's expectations of what an office should provide have changed.

9 PROPERTIES CURRENTLY AVAILABLE TO LET IN THE MARKET

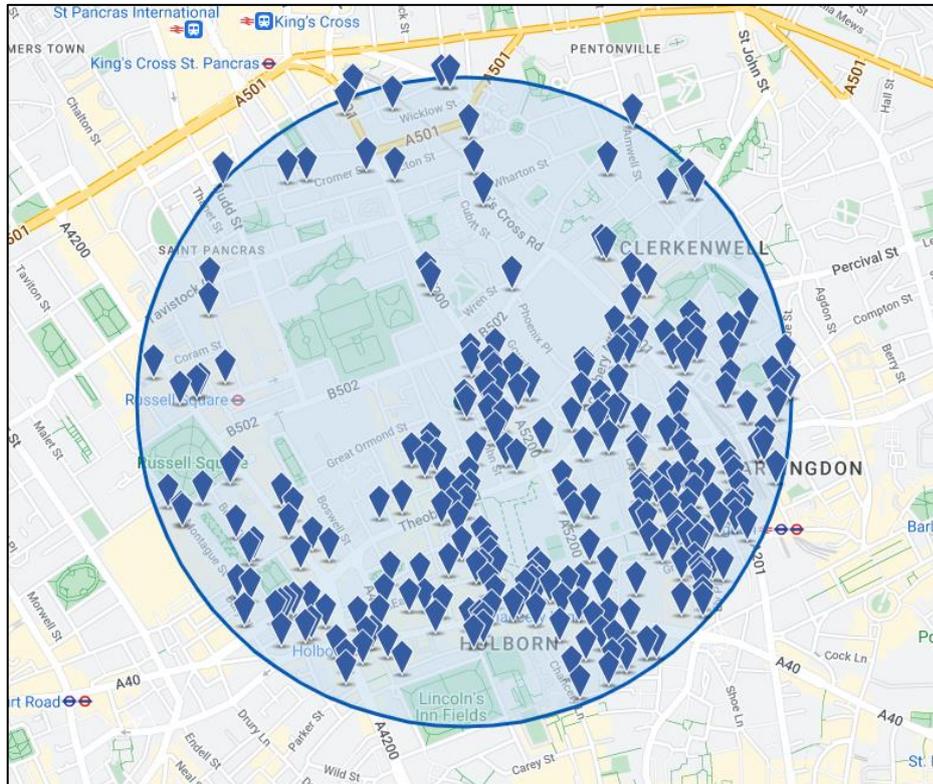
All market data has been provided by CoStar, which is a global, market leading property data service which tracks vacant, available and occupied properties.

According to CoStar, at the date of this report, there are currently 219 available office properties within a half mile radius of The Subject Property.

Of the 219 properties on the market, these can be further dissected into 713 separate available office spaces.

The difference being where there are more than 1 floor available within a property.

A heat map of locally vacant and available office spaces are shown in the heat map overleaf as of 10 December 2023.



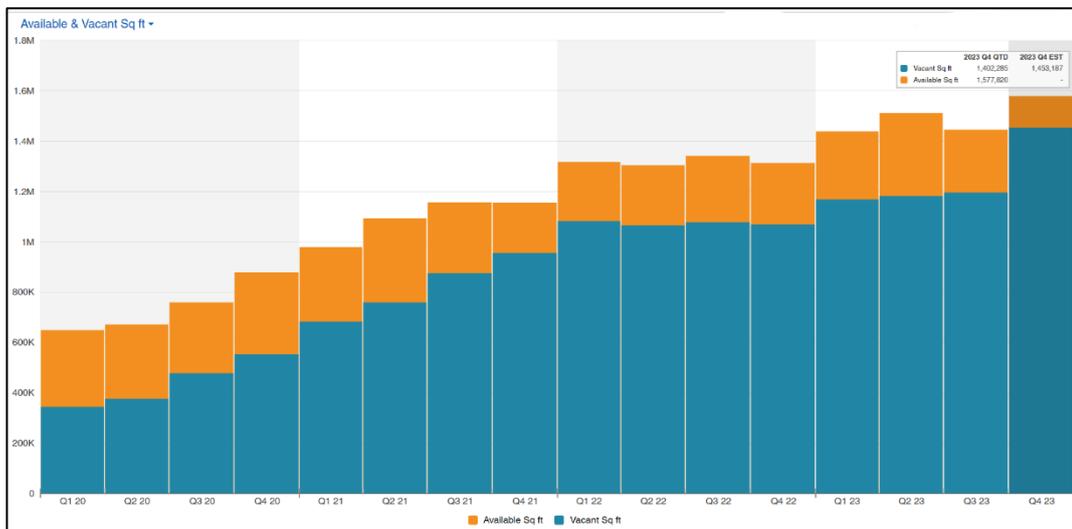
These 713 separate available offices represents somewhere in the region of 1,500,000 sq. ft. of available accommodation of varying quality and specification with circa 1,200,000 sq. ft. currently vacant.

The difference between availability and vacant offices relates to those offices being marketed directly from a landlord and those offices being disposed by occupiers trying to sub let or assign their accommodation.

This represents a total availability rate of circa 21% of offices in the area.

By contrast, 3 years ago in calendar quarter 4 of 2020, just before the pandemic started, 878,723 sq. ft. was available with 553,153 sq. ft. vacant.

The bar chart overleaf graphically demonstrates the change to vacancy and availability rates since 2020.



These statistics illustrate an increase of circa 621,250 sq. ft. of offices available in the market since the pandemic began.

It is clear therefore that demand for offices in this part of central London has dramatically fallen whereas the supply of offices has considerably increased.

10 CLOSER EXAMINATION OF NEARBY AVAILABLE PROPERTIES CURRENTLY ON THE MARKET

Off the 1,500,000 sq. ft currently available for rent within a half mile of The Subject Property, some 21 properties are available within a 5 minutes walk.

These 21 properties represent 266,320 sq. ft according to CoStar and some notable nearby properties include:

Bedford House, 21a John Street, London WC1N 2BF

This is a modern office building with it’s accommodation arranged laterally rather than vertically. This property is within 250 ft of The Subject Property.

According to CoStar, 12,155 sq. ft. is available as at the date of this report.

21 John Street, London WC1N 2BL

A single lateral floor of modern offices within an art deco style building and is within 250 ft. of The Subject Property.

According to CoStar, 1,500 sq. ft. is available as at the date of this report.

14 John Street, London WC1N 2EB

A town house style building that is similar in size and composition to The Subject Property.

This property has 3,762 sq. ft. available over 5 floors and is 400 ft from The Subject Property.

9 John Street, London WC1N 2ES

A town house style building that is larger in size but similar in composition to The Subject Property.

This property has 5,259 sq. ft. available over 5 floors and is 0.1 miles from The Subject Property.

2 John Street, London WC1N 2HJ

A town house style building that is larger in size but similar in composition to The Subject Property and is available via a serviced office operator.

This property has 10,289 sq. ft. available over 5 floors and is 0.1 miles from The Subject Property.

222-236 Gray's Inn Road, London WC1X 8HB

0.1 miles from The Subject Property.

Up to 13,778 available in total according to CoStar as at the date of this report.

We included this building in a similar report in January 2023 where the reported availability was 10,935 sq. ft. This therefore demonstrates a vacancy increase of 25%.

Therefore, the amount of available accommodation available to rent in this building has increased by circa 3,000 sq. ft since January 2023.

107 Gray's Inn Road, London WC1X 8TZ

Newly refurbished office suites being offered on an inclusive, fully fitted basis by the landlord.

3,993 sq. ft. is available at the date of this report, according to CoStar.

Ashurst Real Estate included this building in a similar report in January 2023 and the same level of accommodation was available then.

0.1 miles from The Subject Property.

Fanz House, 99 Grays Inn Road, London WC1X 8TY

Various small office suites available, directly offered by a serviced office provider..

Up to 4,295 sq. ft. available in total according to CoStar as at the date of this report.

This building was documented in a similar report in January 2023 with the only difference being that the whole building is now being offered by a serviced office provider rather than the landlord.

0.1 miles from The Subject Property.

200-214 Grays Inn Road, London WC1X 8XZ

Various suites available by assignment or sub let by existing tenants.

Up to 125,000 sq. ft. available in total as at the date of this report.

In January 2023, we included this building within a similar report and 24,000 sq. ft. was available at that time.

Therefore, according to CoStar approximately 100,000 sq. ft has been returned to the market since January 2023.

This property is 0.1 miles from The Subject Property.

Brownlow Yard, 12 Roger Street, London WC1N 2JUX

A floor of fully refurbished offices, laterally arrangement and offered on a fully fitted, turnkey basis.

4,194 sq. ft. available according to CoStar as at the date of this report.

Approximately 387 ft from The Subject Property.

4 Roger Street, London WC1N 2JX

A newly refurbished and partially fitted office that is laterally arranged.

3,850 sq. ft sq. ft. is available across 2 suites according to CoStar as at the date of this report.

Approximately 427 sq. ft from The Subject Property.

22 Brownlow Mews, London WC1N

A refurbished, mews style office building with the majority of accommodation over ground and first floors.

3,389 sq. ft. available in total according to CoStar as at the date of this report.

Approximately 0.1 miles from The Subject Property.

85 Grays Inn Road, London WC1X 8TX

A modern building that has been repurposed as dry and wet lab space with office spaces for the life sciences industry. Can still be used as offices however.

Up to 29,000 sq. ft. available across multiple floors according to CoStar as at the date of this report.

Approximately 0.1 miles from The Subject Property.

Conclusions to properties currently on the market

Within less than a 5 minutes walk of The Subject Property there is more than 150,000 sq. ft of vacant accommodation that is mainly designated for office use.

Given that there is obviously a further 1,350,000 sq. ft. of offices available for rent within the wider half mile radius, it is questionable as to whether a small office of circa 3,000 sq. ft. will have any impact on the supply / demand equation if The Subject Property were to be changed to residential use.

The availability of so much office accommodation in the market clearly illustrates a lack of demand even for offices that benefit from a higher specification, better condition / repair and preferred layout / configuration.

11 MARKETING ACTIVITIES TO DATE

Ashurst Real Estate commenced a reactive marketing campaign of The Subject Property in March 2023 and a proactive, open marketing campaign in September 2023.

With both campaigns, The Subject Property was offered as being for sale or for rent.

The reactive campaign means that we did not openly advertise The Subject Property but sent details out to parties that contacted us with a requirement that matched the features of The Subject Property or with parties with whom we knew the building might have been of interest..

When the marketing campaign went proactive, it was advertised on all marketing media including the internet portals set out below.

We are of the opinion that our quoting rent of £62,500 PA | £20.25 per sq. ft. on an overall basis reflects The Subject Property's condition, specification and condition and is beneath typical rental values for the area.

£20.25 per sq. ft. overall is a blended rent taken across the whole building. The headline rental level of the building is £25 per sq. ft. and was reserved for the first floor, which we considered to be the most valuable.

Typical market rents in the area tend to be in the range of between £45 - £65 per sq. ft., dependant upon condition and specification.

The amount of views for each portal is listed alongside the entry.

CoStar / Loopnet. 40,729 search appearances and 399 page views since September.

Rightmove. 266 page views since September.

Zoopla. 777 search appearances and 88 page views since September.

Egi Property Link. 5,017 search appearances and 91 page views since September.

Novaloca. 105 search appearances and 13 page views since September

Despite appearing in almost 47,000 searches and having over 600 actual page views, we have only mailed our full details of The Subject Property to 24 interested parties which resulted in 9 inspections.

A summary schedule of the 24 interested parties is attached as Appendix 2.

Of the 9 inspecting parties, 6 were office users and 3 were interested for residential use.

The office users mainly dismissed The Subject Property due to its location – they felt that it was too isolated from the main commercial locations and distance to transport hubs.

The Subject Property's condition also played a role in discouraging office users as a significant investment would be required to return it to a satisfactory level of repair and specification.

Marketing reports from each of the 5 internet portals are included as Appendices 3-7.

Ashurst Real Estate has worked with a number of poorly located, poorly specified and poor condition office properties since March 2020.

These have been incredibly difficult to dispose as the demand for them is minuscule.

Some of these properties remain available in the market after almost 4 years of being empty.

It is our honest opinion that a full, protracted, open market campaign for The Subject Property will yield no return whilst in its current condition and specification.

We also believe that if The Subject Property were to be refurbished, it would attract little interest due to its configuration and location.

12 CONCLUSION

The Subject Property is a redundant office building with a substandard specification and in poor condition.

It is 3,000 sq. ft and represents approximately 0.2% of total accommodation that is currently available in the local market.

Its style, configuration and specification are unattractive and out of sync with current market trends and occupier expectations.

Occupiers prefer a single floor of offices of 3,000 sq. ft. rather than a light house spread over several floors.

Similarly, office occupiers prefer wide properties that allow good natural light and well distributed working areas rather than deep properties that restrict use due to essential access corridors between areas and are likely to have poor natural light.

Post COVID, occupiers of offices of less than a 1,000 sq. ft., have been flocking to serviced office providers rather than small, self contained office suites.

Serviced offices simplify the occupation process with a single monthly payment, no long and drawn out lengthy and costly legal negotiations and generally, shorter, more flexible lease terms.

In essence, in our opinion, The Subject Property is no longer fit for purpose as an office, even if it were to be refurbished due to structural changes in the market and end user preferences.

This is demonstrated by the sheer volume of vacant and available offices within the local area and the lack of interest shown from our own marketing of The Subject Property at a rental level that is way below market value, even if the rental level does reflect condition.

Yours faithfully



David Shapiro
Ashurst Real Estate



27 Old Gloucester Street
London WC1N 3AX
020 7419 5117

APPENDIX 1

Photographic Record Of The Subject Property



Ground floor, internal hallway linking the front and rear rooms. Note the loss of usable floor area and natural light.

This arrangement is typical across all floors.



Upper floor linking corridor showing wasted floor area for essential access and lack of light.



Typical power and lighting arrangement throughout the building. Old fashioned fittings and historic style power distribution mounted on faux period skirting boards.

Similarly, carpet floor coverings which are considered undesirable even if newly fitted to a modern style.



Damage and imperfections on ceilings and walls, which is typical of The Subject Property's condition throughout.



The Subject Property's principle kitchen, located in the basement



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APPENDIX 2

Ashurst Real Estate's interest schedule

ASHURST REAL ESTATE'S MARKETING SCHEDULE

Status	Requirement Created	Details	Comments
Idle	22-Oct-23	2,710 to 3,330 sq ft For Sale, To Let	No response to details being mailed out.
Idle	17-Oct-23	1,000 to 5,000 sq ft For Sale	Wanted to inspect but was already under offer. Wanted for residential conversion.
Discounted - Viewing	16-Oct-23	3,021 sq ft For Sale, To Let	✘ - No Response
Viewing Completed	13-Oct-23	1,000 to 5,000 sq ft For Sale, To Let	Provided no feedback but wanted to convert to residential or serviced apartments.
Viewing Completed	02-Oct-23	2,710 to 3,330 sq ft For Sale, To Let	They wanted to lease rather than purchase and also thought that the building required a lot of work and was possibly too large for them.
Viewing Completed	29-Sep-23	500 to 50,000 sq ft For Sale	Wanted to purchase for conversion to residential use. Dismissed the building as he was aware of 2 other offers already in place.
Discounted - Enquiries	28-Sep-23	2,000 - 3,000 sq ft For Sale	✘ - No Response
Discounted - Enquiries	27-Sep-23	2,750 - 3,250 sq ft To Let	✘ - No Response
Viewing Completed	26-Sep-23	1,000 to 10,000 sq ft For Sale	Wanted to purchase for residential for owner occupation and we agreed terms with him, subject to planning until another residential owner occupier agreed to purchase
Exchanged	22-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	Exchanged contracts to Socrates Miltiadou with completion on or before 29 January 2024
Viewing Completed	19-Sep-23	1,000 to 10,000 sq ft For Sale	Inspected on behalf of a Turkish political party and wanted to use an office. Was discounted but no reason given.
Idle	14-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	Wanted to inspect for residential conversion. Property was more or less under offer when he first made contact.
Viewing Booked	09-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	Viewing cancelled and not rearranged.
Idle	09-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	No response from our mailer.
Idle	09-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	No response to details being mailed out.
Idle	08-Sep-23	2,710 to 3,330 sq ft For Sale, To Let	No response from mailer.
Idle	24-Aug-23	2,000 - 3,000 sq ft For Sale, To Let	No response given.
Idle	23-Aug-23	3,000 - 4,000 sq ft To Let	No response given.
Idle	06-Jun-23	5,000 - 6,000 sq ft For Sale	No response given.
Idle	16-May-23	2,570 to 3,150 sq ft For Sale	No response to mailout.
Idle	16-May-23	1,000 to 5,000 sq ft For Sale	No response given to mailout.
Idle	11-May-23	1,000 to 10,000 sq ft For Sale	No reply given to mailout.
Discounted - Viewing	22-Mar-23	1 to 10,000 sq ft For Sale	✘ - Location Was looking on behalf of an overseas purchase and discounted due to its location.
Discounted - Viewing	22-Mar-23	1 to 5,000 sq ft For Sale	✘ - Location: Wanted to occupy as offices. Too far from commercial locations and building in too poor condition.



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London WC1N 3AX
020 7419 5117

APPENDIX 3

CoStar / Loopnet's Marketing Statistics

COSTAR / LOOPNET'S MARKETING STATISTICS

[BACK](#)



52 Doughty St | London, WC1N 2LS
Office For Sale | 3,021 SF | £3,500,000.00

Days on Market 90 <small>Started advertising 11/09/2023</small>	Listing Completion Rate 95% <small>Last updated on 25/11/2023</small>	Exposure Level Silver <small>Since 11/09/2023</small>
--	--	--

In the last 30 days, **2,348** people have seen your property **7,964** times. Your listing is getting **12x** more exposure than a typical basic Office listing.

399 Detail Page Views	0 Confidentiality Agreements
2 Leads	0 Data Room Visits

Activity Summary

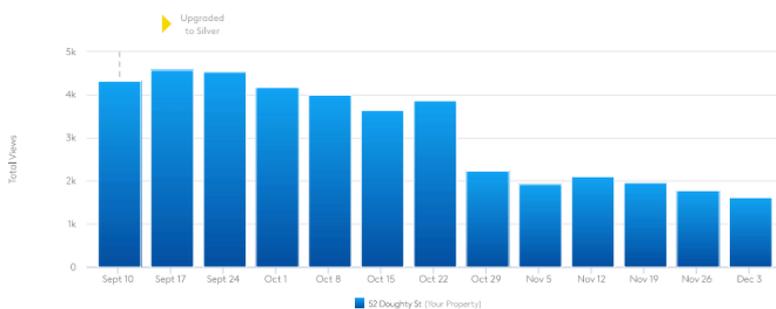
Summary of everyone that has seen your property.

1 Year

40,729 Total Views	12,167 Unique Prospects	46s Average Time on Page
399 Detail Page Views	3.3 Frequency	3h 49m 50s Total Time on Page

Listing Activity Report

Total Views CoStar and LoopNet Select a Competitor 1 Year



*Current week's data is in progress.



27 Old Gloucester Street
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020 7419 5117

APPENDIX 4

Rightmove's Statistics

RIGHTMOVE'S MARKETING STATISTICS

12/12/23, 11:58 AM

Rightmove Plus

Marketing report



Dear Sir/Madam

We are pleased to present your latest marketing report. This shows how your property listing has been performing on Rightmove.



10 2 25

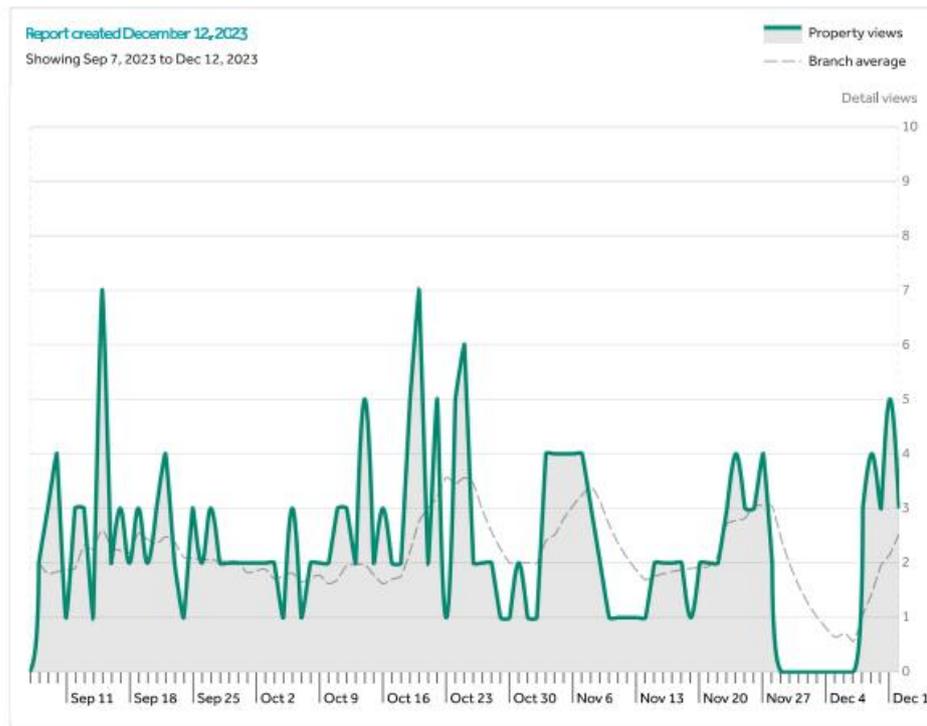
Marketing report for
52 Doughty Street, Doughty Street London, WC1N 2LS

£62,750 pa
PREMIUM UNDER OFFER

Listed: Sep 7, 2023
Updated: Dec 12, 2023

Views (since listed): 226

rightmove.co.uk/property/139644002



For more information, please contact Ashurst Real Estate on 020 3907 9989 or ds@ashurstre.london.

This message (including any attachments) is confidential and may be legally privileged. The content and views expressed are those of the sender and not necessarily of Rightmove plc or Rightmove Group Limited and its other subsidiaries. If you are not the intended recipient, you must not disclose, copy or use any part of it. Please delete all copies immediately and notify the sender. Rightmove Group Limited (RMO), Firm Reference No. 491645, is an Appointed Representative of Rightmove Landlord and Tenant Services Limited (RLTS), which is authorised and regulated by the Financial Conduct Authority. Firm Reference No. 522060 and

<https://admin.rightmove.co.uk/manage/branch/lettings/reports/marketing-report/139644002>

1/2



27 Old Gloucester Street
London WC1N 3AX
020 7419 5117

APPENDIX 5

Zoopla's Marketing Statistics

ZOOPLA'S MARKETING STATISTICS

12/10/23, 5:53 PM

Listing performance report - ZooplaPro

£3,500,000 - Offers in region of

Doughty Street, London WC1N

Office for sale

Listed on 7 September 2023

13 weeks on the market



Since listed

7 September 2023 - 9 December 2023

Performance overview (since listed)

How your listing is performing on Zoopla compared to similar listings.

Search appearances

777

Page views

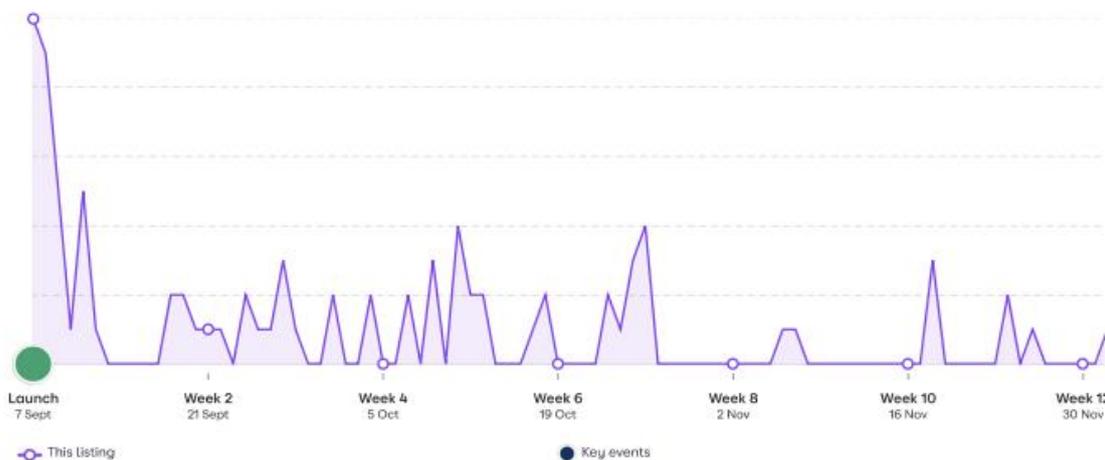
88

Leads

0 calls
0 online enquiries

Daily page views (since listed)

The number of times someone has seen your listing's page on Zoopla compared to similar listings.



Listing history

Updates to your listing that can impact performance.

07 September 2023
Launched on Zoopla



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APPENDIX 6

Egi Propertylink's Marketing Statistics

EGI PROPERTYLINK'S MARKETING STATISTICS



APPENDIX 7
Novaloca's Marketing Statistics

NOVALOCA'S MARKETING STATISTICS

ADVERTISER TOOLS

 My property list
 Edit my details

 Add new property
 My advertiser reports

 My property enquiries
 Advertiser Terms Of Use

 Quick property status updates
 Link to my properties list

My advertiser reports

Please select the required report below.

September ▼ 2023 ▼ to December ▼ 2023 ▼ [view report >>](#) [download csv >>](#)

Property Name	Number of downloads	Number of views
, 3rd + 4th Floors, 67-68 Long Acre	1	45
, 4th Floor, 20 Bedford Street	13	49
1st Floor, 5 Onyx, 102 Camley Street	12	52
, 3rd + 4th Floors, 20 Bedford Street	9	18
, 3rd Floor, 20 Bedford Street	10	15
, 107-109 Hampstead Road	8	58
Unit 17 Fishers Industrial Estate, Wigenhall Road	19	109
, 5 King Street	6	28
, 344 Gray's Inn Road	13	49
, 11-13 Slingsby Place	10	175
, 52 Doughty Street	13	105
, 4th Floor, 67-68 Long Acre	3	51
, 6th + 7th floors, 13 Regent Street	1	96