

MARKETING REPORT: 26 FITZROY SQUARE

Rental Viewings 2012/2013, all offered at £70,000 p.a. exclusive (£28 per sq. ft.)

November 2012

Mike Spreckley
Spreckley Partners
214 Great Portland Street
London W1W 5QN

Source: PR agency competitor of previous tenant

Requirement: W1 offices; c. 2,500 sq. ft.

Viewings & Result: 15/11 & 23/11; decided they needed modern offices, all on one floor; shared access with top floor flat represented a security/privacy problem

December 2012

Nick Withall
Withall & Co Ltd., Chartered Accountants
Squires House
205A High Street
West Wickham BR4 OPH

Source: contact of building owners

Requirement: Up to 3,000 sq. ft. in central London

Viewings & Results: 10/12; acceptable rent but security issue with flat tenant

Mike Nicholson
Designers London Limited
67 London Road
Colchester CO3 9AL

Source: graphic supplier to previous tenant

Requirement: c. 2,000 sq. ft. in West End

Viewings & Results: 12/12; rates too high representing half of proposed rent (which was seen as OK)

January 2013

Andrew Jones
Bespoke Sports
1A Salcott Road
London SW11 6DQ

Source: sports management company contact of owners of the building

Requirement: up to 2,500 sq.ft. central London, good meeting facilities and a/v potential

Viewings & Results: 11/01; too dated and would need considerable investment in IT wiring, a/c and refurbishment; security issue with shared front door and just one staircase

February 2013

Jan Romanski
Romanski Limited
2 Archie Street
London SE1 3JJ

Source: previous tenants and owners and once worked at 26

Requirement: more prestigious offices than current – c. 2,000 sq.ft.

Viewings & Results: 07/02; no further interest after seeing the privacy and security impact of having to share the entrance and staircase with domestic tenant

Kevin Cassandro
Level Central Limited
Exchange House
21 Buckle Street
London E1 8NN

Source: contact of owners of the building

Requirement: up to 2,500 sq.ft. W1 offices, rent and re-furb or buy

Viewings & Results: 22/02; dated rabbit warren offices; refurbishment costs aside shared entrance and staircase made it a non-viable proposition either as a h/o for one of his or other businesses

March 2013

Tim Etchells
Single Market Events Limited
9 Manchester Square
London W1U 3PL

Source: exhibition organiser supplier to previous tenants

Requirement: up to 2,500 sq.ft. of offices, central London

Viewings & Results: 06/03 and 21/03; poor office layout/not good for internal communications; more usable modern offices available at this rent but with lower rates; did not know whether they would be happy with a tenant on top floor sharing access

John Hay
HD Communications Limited
120 Bridge Road
Chertsey KT16 8LA

Source: previous tenants and owners

Requirement: relocation to central London, up to 2,500 sq.ft.

Viewings & Results: 08/03 & 14/03; not happy with shared staircase with an unknown flat tenant; many small offices on different floors not good for internal communications; rates higher than they would want to pay

April 2013

Paul Hick
Paul Hick Associates
Mill Court, Mill Road
Marlow SL7 1QB

Source: via the Marketing Group of Great Britain

Requirement: central London offices for a new business start-up; up to 2,500 sq.ft.

Viewing & Results: 26/04 & 01/05; poor office layout, potential refurbishment costs, OK rent but apartment tenant sharing the entrance and staircase seen as a major security issue

May 2013

Simon Kinna
Bartrum Lerner
39A Welbeck Street
London W1G 8DH

Source: accountants of previous tenants

Requirement: larger offices to current ones due to merger/expansion

Viewings & Results: 07/05 & 13/05; security issue with tenant and his/her visitors having easy access to offices due to shared entrance and sole staircase

8 April 2014