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Marketing Report

The Old Kings Head, 1 Hampton Court Road, KT1 4AE
29th August 2021



Contents

1. Site Context & Marketing History
2. Marketing & Market Appraisal
3. Conclusion

1. Site Context and Marketing History

Overview

The Old Kings Head is a former Public House and residence located close to Kingston Bridge, at the gates of Home Park in Hampton Wick. Prior to 2003 the building operated as a design studio for a number of years. A building of townscape merit though not listed. Whilst sharing a boundary with the Royal Palace Grounds, this building is not party to the listed wall. Much of the surrounding hinterland comprises Home Park itself and Bushy Park.

The property's location on the westerly edge of Hampton Wick is adjacent to a development of small business units and residential flats and to the east, on the other side of the park gates, lies a terrace of period residential properties, some of which have been converted from former office use. The ground floor of the property currently comprises a redundant bar and seating area, plus cloakrooms. A central single staircase leads down to a cellar and up to residential accommodation currently laid out (and previously let) as bedsits including a shared kitchen and bathroom/WC facilities on two floors. There is a small courtyard abutting the main road.

Accommodation

Basement	38 sq. M
Ground floor	126 sq. M
First floor	131 sq. M
Second floor	79 sq. M
Total internal area	374 sq. M

The small site footprint means there is no car park, nor space for a pub garden or al-fresco dining. Parking is not permitted in the area to the east of the pub being the entrance to Home Park.

The site is on a busy and often congested traffic junction next to the principal route to Kingston Town Centre, in a restrictive CPZ and close to Kingston Bridge.

Background

Milestone Commercial have maintained a long association with the Old Kings Head, originally instructed in the mid-1990s to sell the pub and accommodation with vacant possession. We were successful in finding buyers who subsequently converted the pub to design studios.

This occupation continued until 2003-2004 when the new owners applied for planning

permission to revert back to A4 use with residential accommodation over (application 04/0321/ES191 see figure 1 below).

Owner-occupation continued for a few years until the pub was no longer viable as a going-concern.

Milestone Commercial was re-instructed to sell the pub on 12 June 2013 with vacant possession as A4 premises with accommodation over. To widen interest, particulars included other uses in the A & B class applicable at the time and to reflect the previous studio use. The pub was closed to trade following some short-term management contracts which had included the accommodation and any rental income therein.

Marketing as sole agents in the first instance in June 2013, the premises attracted a good number of applicants though never solely as Public House use.

Whilst there was meaningful interest from a bicycle retailer, the property was withdrawn from the market in October 2013 and a short term Licence was granted to an occupier to re-open the pub.

Two years later, in early 2016 the licensee withdrew from the agreement having failed to make any headway with the pub as a going-concern. Milestone Commercial were again re-instructed on the 14th March 2016. Property details were refreshed and marketing recommenced. In a repeat of the previous marketing campaign, we received almost no interest for the existing use.

In August 2016, the owners, reluctant to lose more money on the premises, instructed Milestone Commercial to sell the property unconditionally.

In the meantime, to mitigate the ongoing costs, a family member was at this time, tasked with operating the pub to cover onerous outgoings (business rates and vacant property insurance). Once again, the bar soon closed, save occupation of the manager's room.

Several expressions of interest were secured, but always on a 'subject to planning' basis for a complete change of use to residential. In mid 2017 we introduced the premises to Eastmont Holdings Ltd and after some negotiations the building was finally placed under an unconditional contract for sale on the 13th of February 2018.

Recent History

Both marketing and occupational efforts over the previous 15 years had failed to secure a sustainable pub business for the reasons stated in the overview, thus the new owners took advice on widening the potential commercial use and elected to apply for permission to re-allow professional office use. This was triggered by a requirement for larger offices by a Hampton Wick based Architectural Practice and the knowledge that the building had indeed been used as design studios just a decade or so beforehand (see above). Consent would expand the potential uses.

In the meantime, the parties agreed to a wider marketing strategy to include retained licenced premises as hospitality or sport and leisure led activities in addition to traditional linear drinking and wet sales. Milestone Commercial re-commenced marketing in Autumn 2018 and have continued to market the premises ever since.

Milestone Commercial recently introduced La Ciclista who have an established community led Cycle Hub in East Sheen who wanted to also serve the residents and enthusiasts on the west side of the Borough.

2. Marketing and Market Appraisal

The LBRUT local plan has guidance on the marketing of commercial property (paragraph 18.0.3/ 05) before considering any application for change of use. For clarity, this report is compiled in the same order of these conditions as sub-paragraphs in [Blue](#).

[Be through a commercial agent.](#)

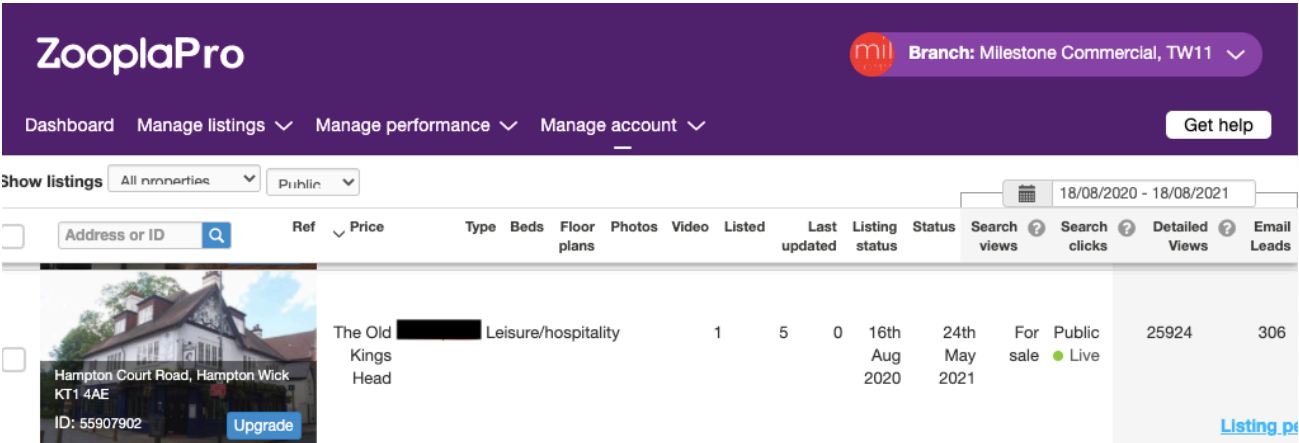
Milestone Commercial refers to Milestone Commercial Agency Ltd (Registered in England Company No. 4216695) which provides specialist commercial property agency services, established for some 30 years from our Teddington office. Milestone Commercial do not operate in the residential market, but provide advice and marketing in all aspects of commercial property including retail, hospitality, office and light industrial for both landlord and tenant.

[The property should be marketed on property databases, search engines and other relevant websites](#)

The premises have been continuously marketed on our own successful website, (Google front page and 4.6/5 in Google reviews, the highest for any local agent.) The premises were also added and appear to this day on the Zoopla Commercial property portal, who are the leaders in the online marketing of Commercial Property. This in turn leads to several ‘crawler sites’ replicating the marketing, notably Prime Location.

Enclosed is a snapshot of the Zoopla page, with nearly 26,000 detailed page views and over 300 emails to our office over the three-year period. This is the highest number of page views and email leads that Milestone Commercial have ever encountered for a property.

Figure 2 Zoopla home Page



Identify the last occupier. If the land / buildings are vacant, state the date they were last occupied and finances

The last occupation was a short rent-free licence to a family member of the previous owner which included the residential accommodation. The Licencee vacated in March 2018. No financial information is available

The date when marketing began and ceased (if relevant) for each agent, if more than one used.

As previously noted, the premises have been continuously marketed since 2016 under two separate instructions. Milestone Commercial have retained the current owner’s sole

agency agreement for the ground floor ever since their acquisition in 2018 and throughout the period of the original planning application and subsequent appeal determined in February 2021.

[It should be clearly stated which land uses the property/site is being marketed for](#)

Milestone Commercial have marketed the ground floor public house as hospitality and community use as well as wider use classes in light of changes to the planning uses classes in September 2020 under E class.

[Identify the agents used for marketing and a copy of the agent's particulars, including any amended particulars to be supplied.](#)

Milestone Commercial have been sole agents. Marketing brochures (see below)

Milestone Commercial have received a number of proposals during the last 3 years, though most required immediate occupation, notably as Takeaways, but also a Restaurant, Beauty Services and a Day Spa as well as the aforementioned local Architect's Office. The owners have expressed a willingness to provide fit-out subsidies, but the ongoing planning position has acted as a prohibitive feature in any negotiations.

We have always marketed at a fair market price on the understanding that in keeping with the Estate Agency Act, all expressions of interest in the building have been put to the owners for consideration.

[Details of direct marketing used to include a copy of the marketing brochure.](#)

Marketing brochures have been superseded by online marketing as has local newspaper and trade magazine advertising. Our A3 brochure and A4 particulars are enclosed and provide targeted marketing to a professional standard. We have directly marketed the details to our database and targeted users.

[Whether a marketing board has been used and the dates it was displayed. Use of a marketing board is advised wherever possible.](#)

Being classed as vacant commercial premises, the property is particularly vulnerable to squatting whilst not having the protections afforded to residential premises, so a Marketing Board was deemed as being too risky. Evidenced by the property having its courtyard broken into and fly tipped.

Details of the marketing outcomes should include any (a) expressions of interest; and (b) offers made.

Milestone Commercial have openly marketed the property since instructions were received in 2018. In this period, despite the initial interest, three offers have been secured, two being for day café use and the third firm offer being by La Ciclista.

Milestone Commercial also received numerous expressions of intent which did not proceed further. These include, but not limited to:

- Day spa providers.
- Indian restaurant operators
- Hot food takeaway
- Hot food café use (cooking from raw)
- A kitchen show room
- Independent convenience store

Figure 1. Planning history

[19/0357/FUL](#)

Replacement French doors with balconies/ create of roof terrace on first floor western and southern...

Refused Permission 25/02/2020. Appeal Appeal Dismissed on 11/02/2021

[10/3773/PS192](#)

Replacement windows of same type as existing

Granted Permission 15/06/2011

[04/0321/ES191](#)

Establish Use As Public House To Ground Floor With Residential Accommodation To First And Second Fl...

Granted Permission 12/02/2004

[85/1443](#)

Elevational alterations involving removal of existing lobby and closure of access; installation of ...

Granted Permission 21/11/1985

[68/0778/ADV](#)

For Advertisements.

Granted Permission 11/06/1968

[58/0795](#)

Conversion of living room into garage and provision of vehicular access.

Granted Permission 28/11/1958

3. Conclusion

Infrastructure and services

The Old Kings Head is a public house detached from the village centre of Hampton Wick.

The village is already served by three High Street licenced premises

In addition to the local licenced premises the pub also faced competition from the nearby Charter Quay which is within a short walk across Kingston Bridge

The street scene is a busy thoroughfare being the principal route to Kingston Town Centre, with a restrictive CPZ.

Despite numerous initial expressions of interest via property portals and direct contact resulting in viewings, Milestone Commercial were unable to secure any A4 (now Sui Generis) interest. The internal design provides little flexibility as a pub. There is minimal space for food preparation or dining and no functional outside area that is so important for the pub trade.

Suitability

LBRUT have laudable guidance in protecting sustainable community assets, but the local community have clearly abandoned this Pub, underscored by no local objections

to its loss in the recent planning process.

Demand

In marketing, Milestone Commercial have approached several smaller craft breweries and bar operators, having established that the building is far too small for national operators. Sadly, none progressed to viewings.

On a wider scale, interest from community focussed operators has been actively encouraged, however the congested location, busy roads, lack of parking and the style of building have proven to be prohibitive for the few potential users that have come forward, save for the latest cycle Hub, which, by its very nature, can overcome many of these challenges.

This report is offered in good faith and without prejudice.



Michael P. Martin

Managing Director

Milestone Commercial Agency Ltd
Registered in England Company No. 4216695

Important Note - As GDPR now severely restricts the ability to provide names and details of interested parties etc., we are not able to provide that detail in this report. If the Council does require any more detailed information, this would need to be provided on a confidential basis with all names redacted.

Figure 1. 2016 sales details

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THE OLD KINGS HEAD, 1 HAMPTON COURT ROAD, HAMPTON WICK, KT1 4AE

LANDMARK PUBLIC HOUSE IN HISTORIC AND PRESTIGIOUS LOCATION
OVERLOOKING THE ROYAL HOME PARK AND GOLF COURSE. SUBSTANTIAL

DEVELOPMENT OPPORTUNITY SUBJECT TO ALL RELEVANT PLANNING CONSENTS, CURRENTLY COMPRISING GROUND FLOOR BAR, , CELLAR AND RESIDENCE OVER 2 FLOORS.



Located yards from Kingston Bridge and the entrances to Home and Bushy Royal Parks the public house is located on the historic gateway to Kingston, Hampton Wick and Teddington Town centres in the highly desirable and affluent London Borough of Richmond upon Thames providing consistently excellent schools and landmark commercial buildings. The riverside at Hampton Wick is located with yards as is the mainline station (London Waterloo fast). Kingston town centre is within a short stroll with its vast array of high-end retailing, restaurants and cafes, cinemas and supporting services. By car the A3 is within a short drive and in turn provides swift access to the M3, M25, City Centre and Heathrow.

The details in these particulars are meant as a guide only and do not constitute an offer or contract and any intended purchaser should satisfy themselves as to being correct. Statements contained herein are made in good faith but without responsibility by Milestone Commercial Agency Ltd. or our clients. All equipment remains untested and any interested party should arrange inspection prior to completion.

THE OLD KINGS HEAD, 1 HAMPTON COURT ROAD, HAMPTON WICK, KT1 4AE
Freehold investment/ development opportunity, a Parkside Public House (A4 use) with substantial upper residential accommodation, cellar and garden.

Accommodation

Gross external frontage some 28.8 M

Ground floor Net some 107 sq. M

1st floor Net some 115 sq. M

2nd floor Net some 67 sq. M

Gross internal area some 427 sq. M (4600 sq. ft.)

PRICE ON APPLICATION

VIEWING: Strictly confidential, by appointment through the owner's Agents
An energy performance certificate has been commissioned

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2013 sales details – front page

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DEVELOPMENT OPPORTUNITY FOR SALE
THE OLD KINGS HEAD, 1 HAMPTON COURT ROAD,
HAMPTON WICK, KT1 4AE



**LANDMARK PUBLIC HOUSE IN HISTORIC AND PRESTIGIOUS LOCATION
OVERLOOKING THE ROYAL HOME PARK AND GOLF COURSE.
SUBSTANTIAL DEVELOPMENT OPPORTUNITY SUBJECT TO ALL
RELEVANT PLANNING CONSENTS, CURRENTLY COMPRISING GROUND
FLOOR BAR WITH MANAGER'S RESIDENCE OVER 2 FLOORS AND PARKING.**

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THE OLD KINGS HEAD, 1 HAMPTON COURT ROAD, HAMPTON WICK, KT1 4AE

DEVELOPMENT OPPORTUNITY FOR SALE

LANDMARK PUBLIC HOUSE IN HISTORIC AND PRESTIGIOUS LOCATION OVERLOOKING THE ROYAL HOME PARK AND GOLF COURSE. SUBSTANTIAL DEVELOPMENT OPPORTUNITY SUBJECT TO ALL RELEVANT PLANNING CONSENTS, CURRENTLY COMPRISING GROUND FLOOR BAR, GARDEN/ VEHICLE ACCESS, CELLAR AND MANAGER'S RESIDENCE OVER 2 FLOORS.



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