

19th December 2024

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By email

Dear Ben,

Body`s Farm, Basingstoke Road, Shinfield, Spencers Wood, RG7 1AF

Further to our instructions dated the 3rd December 2024 to market test the subject site to convenience store retailers we have pleasure in providing a summary of the feedback.

As to be expected with market testing some operators haven`t responded and whilst this could signify the site is not currently of interest it could also reflect the fact the development is at an early pre-planning stage and might be considered further, later in the development process.

The responses received to date are as follows:

Retailer	Response
Asda Express	In principle interest
Sainsburys Local	In principle interest although have preference for Basingstoke Road frontage.
Tesco Express	In principle interest.
One Stop	Already have a store in Spencers Wood so not of interest.
Co Op	In principle interest although have preference for Basingstoke Road frontage.
Morrisons Daily	In principle interest.

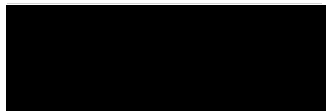
At this stage the retailers won`t have carried out a detailed analysis of the site with sales projections etc although the level of interest is encouraging with Asda, Sainsburys, Tesco, Co Op and Morrisons expressing interest and asking to be kept informed on the opportunity.

The typical store requirement for these operators will be circa 4,000 sq ft gross floor area with 12-15 dedicated car parking spaces or potentially a shared shoppers car park with other local centre users.

Some of the retailers have commented that prominence to the Basingstoke Road would make the opportunity more attractive which could be considered in future design iterations.

We trust the brief report is suitable for your current purposes, but should you wish to discuss the above in further detail, please do not hesitate to contact us.

Kind regards,
Yours sincerely,



Sean Prigmore
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