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## REPORT IN RELATION TO

**THE WHITE SWAN, 22 THE VILLAGE,  
CHARLTON, LONDON SE7 8UD**

Prepared by:

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**REPORT ON MARKETING IN RELATION TO**  
**THE WHITE SWAN, 22 THE VILLAGE, CHARLTON,**  
**LONDON SE7 8UD**

**1.0 INTRODUCTION**

- 1.1 Jenkins Law are a practise which specialise in retail and leisure throughout the UK with a bias towards London and the South East, dealing with agency and professional work in relation to hotels, pubs, bars and restaurants.
- 1.2 Both personally and as a practice we have been heavily involved in the letting, management and acquisition of pub, bar and retail properties within the SE Postcodes and have had a long-term involvement in Charlton and the surrounding locations such as Plumstead, Greenwich and Eltham.

**2.0 LOCATION**

- 2.1 Charlton is a densely populated affluent suburb in South London. The subject property is situated on the South Side of the B210 in the village with Charlton Park to the South. Charlton Rail Station (National Rail – South Eastern Railway) is located to the North of the property 0.5 miles away.
- 2.2 Nearby occupiers are principally made up of independent retailers and restaurants, multi- national tenants include Co-op, Ladbrokes and Pizza Hut.



### **3.0 DESCRIPTION**

- 3.1 The subject property comprises terraced two storey public house with ground floor and basement cellar.
- 3.2 The subject property is of brick construction originally built in the late Victorian Period.
- 3.3 The trading accommodation is set over ground floor and basement, there is also a garden area to the rear. The internal basement space acts as a cellar store for the pub space.

### **4.0 TRADING HISTORY**

- 4.1 The property has historically been a community public house, the pub previously offered a range of beers, wines and spirits, along with a food offering.
- 4.2 The public house was previously owned by Punch Taverns and operated as a tied pub up until 2015.
- 4.3 Following the pub's closure it was taken over on a free of tie lease by a new tenant who introduced, live music, quiz nights and an expanded food menu.
- 4.4 Despite the additions the pub frequently closed early throughout the week if business was too light.
- 4.5 The public house failed to operate viably over basement, ground and first floor and closed in November 2019.



## **5.0 MARKETING HISTORY**

- 5.1 Jenkins Law were instructed to market the existing premises on a new lease in November 2019.
- 5.2 Marketing particulars were prepared at a rental of £50,000 per annum, on a new lease for a term to be agreed. The details can be seen in Appendix I.
- 5.3 A marketing board was ordered and erected to directly market to the local community, please see Appendix II.
- 5.4 The details were circulated to subscribers of Jenkins Law enquiries database, specifically targeting parties with known requirement for this type of leasehold property. The property was also listed on Jenkins Law website that receives over 650 unique visitors per week. Direct marketing was also undertaken, targeting local occupiers in the vicinity and multi-national operators. Local leisure businesses were specifically targeted via hardcopy send outs with the view to them already having trading knowledge of the area.
- 5.5 Details for the property have also been circulated through Estates Agent Clearing House (EACH) through both online and physical send outs regularly.
- 5.6 Since we began marketing the property, there has been limited interest. We have carried out 9 onsite inspections with potential occupiers since November 2019, and no viewings with prospective pub tenants since November 2021, the pub occupiers that viewed and who did provide feedback felt that the area and pitch was very quiet from a trading point of view, with limited footfall activity, there is already a competing public house (The Bugle House) in the immediate vicinity and tenants felt the location would not be viable to support another leisure operation given the current climate and economic situation. A viewings schedule can be seen under Appendix III
- 5.7 Another key issue is the lack of requirements for Charlton as a town from pub tenants, the Requirements List has over 21,000 requirements listed with over 300 companies using the platform, there were no requirements listed in 2020 and in 2023 there are currently no listed requirements for Sui Generis (previously A4) pub use operators at all for Charlton, for reference please see Appendix IV.
- 5.8 Due to a lack of offers, we had to take action to try and entice parties to consider the property and make an offer. The quoting rent was lowered in 2020 to £40,000 pa (See Appendix I) and we contacted all parties who had enquired previously to advise of the reduction in rent.



- 5.9 The Covid 19 pandemic which struck in March 2020 understandably severely impacted on enquiries with no viewing requests between before the announcement of lockdown in February 2020 and March 2021 (fears of the impact of the pandemic and possible lockdown had deadened the market across the board before any formal announcement was made in March 2020). We re-circulated details regularly via our own internal database and external portals in an effort to generate fresh enquiries.
- 5.10 We re-launched the marketing details in January 2022 to include the first floor space in an effort to ascertain whether the additional trading space would produce interest and offers (please refer to Appendix I).
- 5.11 The cost of living crisis in 2022, alongside rising energy prices and build costs put further downward pressure on the market and impacted interest further. We had no viewings with leisure occupiers in 2022 or to date in 2023 despite the offer of additional space.



6.0 **SUMMARY**

- 6.1 Demand for the existing pub in either a ground floor and basement form or in its entirety is extremely limited. We have been marketing the premises for over 42 months largely in the form of the ground and basement floors with garden without finding a suitable operator to take occupation on a leasehold basis.
- 6.2 The quiet location and lack of tenant requirements clearly signifying a lack of market interest in Charlton are the key issues. Since marketing the property, we can confirm we had such a poor response and such limited interest we have no confidence in letting the commercial element of the property at the current time.
- 6.3 We do not consider that anything has changed within the locality to suggest that there would be an increased demand or any further likelihood the commercial property as it is will be occupied by a commercial tenant.
- 6.4 The COVID-19 pandemic, followed by the cost of living crisis in 2022, has seriously impacted the leisure market and we do not foresee any change in the future.
- 6.5 We consider that it is unrealistic for the property to continue as a drinking establishment evidenced by the previous tenants failure to operate viably despite apparent community support and the extremely poor level of interest throughout the marketing campaign.
- 6.6 We predict this will remain to be the case moving forward and the property will continue to be vacant long term and would recommend a change of use to Class E retail on the Ground Floor as per the proposed planning.

.....  
**JENKINS LAW LTD**



**APPENDIX I**  
**MARKETING DETAILS**



# A4 UNIT TO LET IN CHARLTON

**THE WHITE SWAN, 22 THE VILLAGE,  
LONDON, SE7 8UD**



## **Location:**

The subject property occupies a prominent position Charlton Park Road, the surrounding area is a densely populated residential area.

Charlton Railway (National Rail) is located a short walk away.

## **Accommodation:**

The unit is arranged over ground floor and basement and has the following approximate net internal areas:

**Ground Floor:** 2,207 sq. ft. (205.04 m<sup>2</sup>)

**Basement:** 1,238 sq. ft. (115.01 m<sup>2</sup>)

## **Use:**

The retail premises benefit from A4 planning consent. Alternative uses may be considered subject to planning.

## **Rent:**

£50,000 per annum exclusive.

## **Lease:**

The premises are available by way of a new 10/15 year full repairing and insuring lease subject to 5 yearly upwards only rent reviews.

## **Rates:**

Interested parties are advised to make their own enquiries directly with the Local Authority.

## **Legal Costs:**

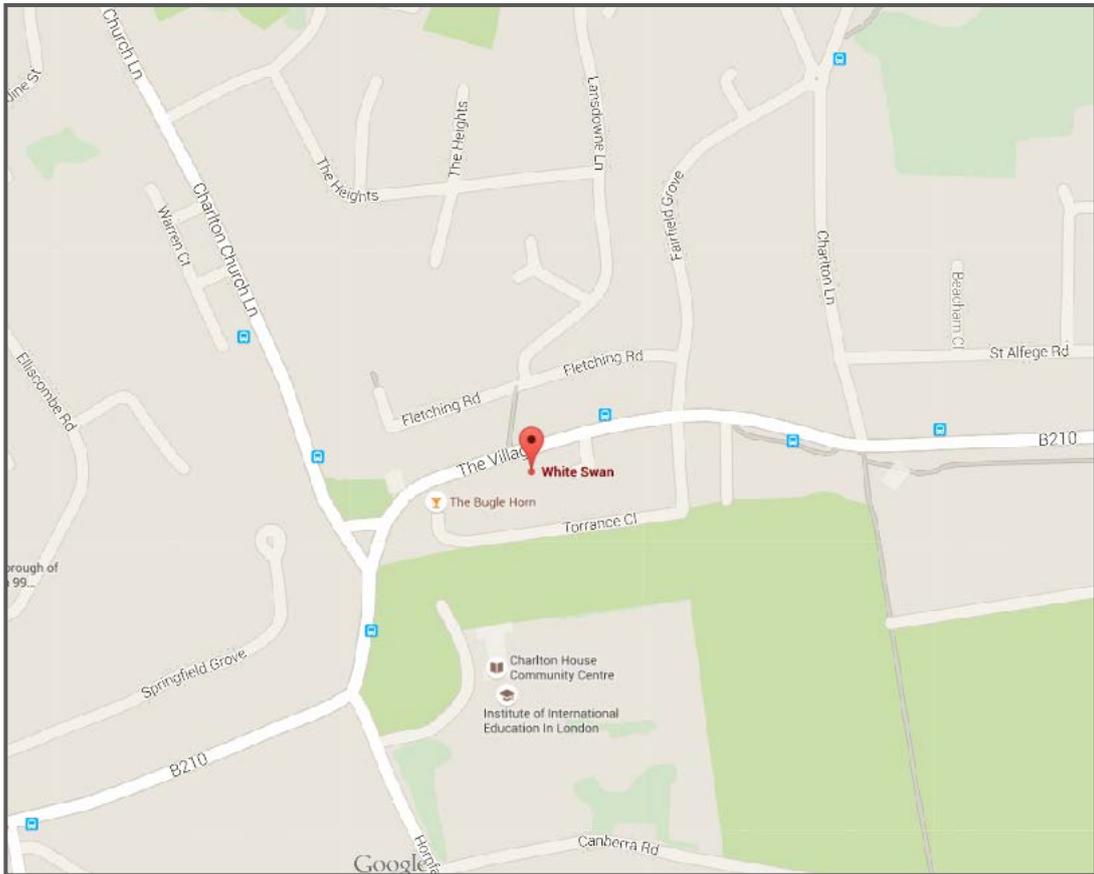
Each party to bear their own legal costs.

## **Viewings:**

Please contact:

**Ryan Mylroie**  
[ryan@jenkinslaw.co.uk](mailto:ryan@jenkinslaw.co.uk)

**Paul Jenkins**  
[paul@jenkinslaw.co.uk](mailto:paul@jenkinslaw.co.uk)





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**THE WHITE SWAN, 22 THE VILLAGE,  
LONDON, SE7 8UD**



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The unit is arranged over ground floor and basement and has the following approximate net internal areas:

**Ground Floor:** 2,207 sq. ft. (205.04 m<sup>2</sup>)

**Basement:** 1,238 sq. ft. (115.01 m<sup>2</sup>)

## **Use:**

The retail premises benefit from A4 planning consent. Alternative uses may be considered subject to planning.

## **Rent:**

£40,000 per annum exclusive.

## **Lease:**

The premises are available by way of a new 10/15 year full repairing and insuring lease subject to 5 yearly upwards only rent reviews.

## **Rates:**

Interested parties are advised to make their own enquiries directly with the Local Authority.

## **Legal Costs:**

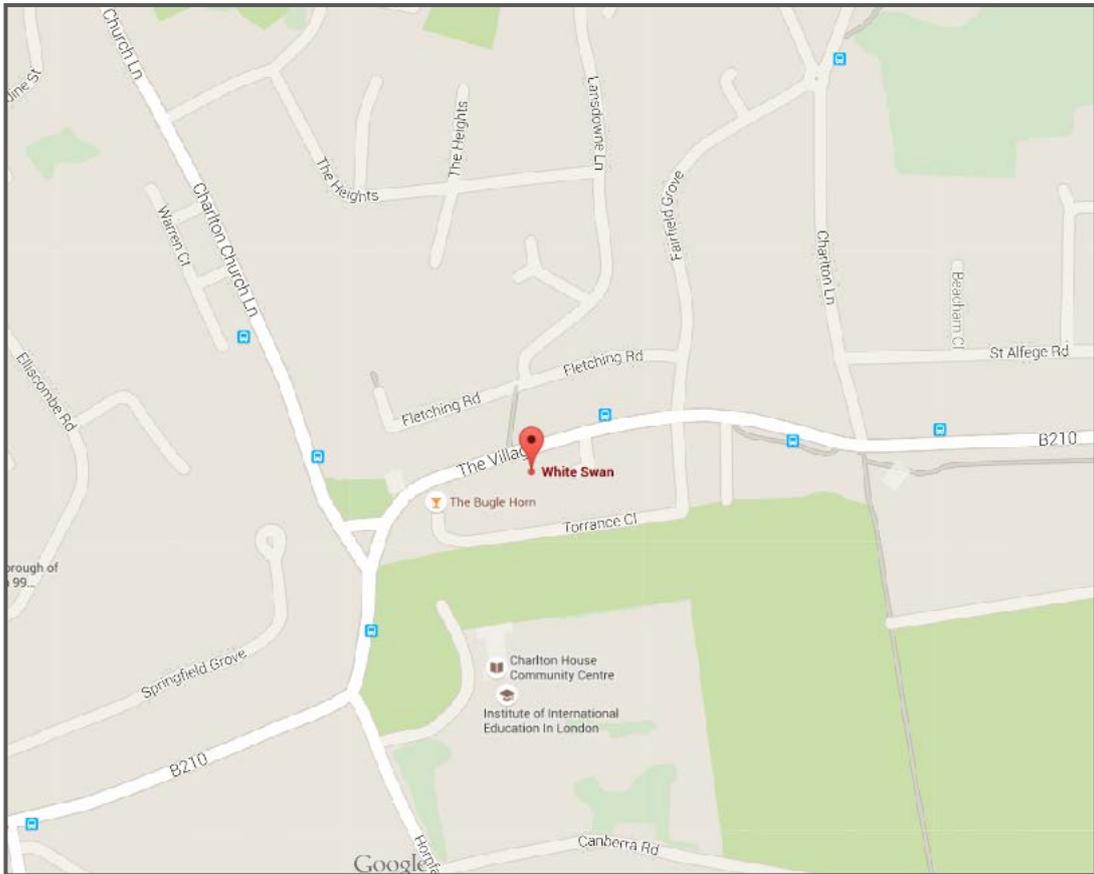
Each party to bear their own legal costs.

## **Viewings:**

Please contact:

**Ryan Mylroie**  
[ryan@jenkinslaw.co.uk](mailto:ryan@jenkinslaw.co.uk)

**Paul Jenkins**  
[paul@jenkinslaw.co.uk](mailto:paul@jenkinslaw.co.uk)





# A4 UNIT TO LET IN CHARLTON

**THE WHITE SWAN, 22 THE VILLAGE,  
LONDON, SE7 8UD**



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The subject property occupies a prominent position Charlton Park Road, the surrounding area is a densely populated residential area.

Charlton Railway (National Rail) is located a short walk away.

## **Accommodation:**

The unit is arranged over ground floor and basement and has the following approximate net internal areas:

<b>Ground Floor:</b>	<b>2,207 sq. ft. (205.04 m<sup>2</sup>)</b>
<b>Basement:</b>	<b>1,238 sq. ft. (115.01 m<sup>2</sup>)</b>
<b>First Floor:</b>	<b>1,938 sq. ft. (180.00 m<sup>2</sup>)</b>

## **Use:**

The retail premises benefit from Sui Generis planning consent. Alternative uses may be considered subject to planning.

## **Rent:**

£70,000 per annum exclusive.

## **Lease:**

The premises are available by way of a new 10/15 year full repairing and insuring lease subject to 5 yearly upwards only rent reviews.

## **Rates:**

Interested parties are advised to make their own enquiries directly with the Local Authority.

## **Legal Costs:**

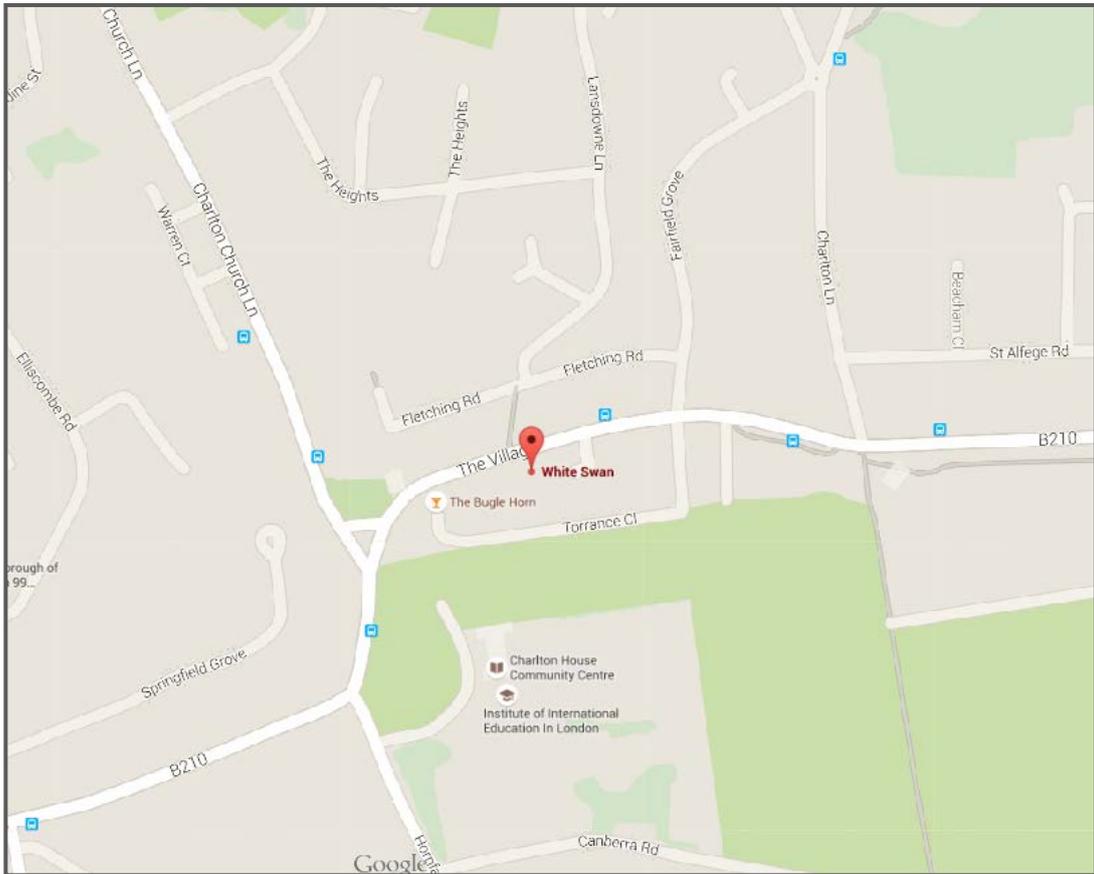
Each party to bear their own legal costs.

## **Viewings:**

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**Paul Jenkins**  
[paul@jenkinslaw.co.uk](mailto:paul@jenkinslaw.co.uk)





**APPENDIX II**  
**MARKETING BOARD ORDER**

## Ryan Mylroie

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**Subject:** Board Order - The White Swan, 22 The Village, Charlton, London SE7 8UD

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**From:** Ryan Mylroie

**Sent:** 18 November 2020 12:16

**To:** Order <order@daylight-signs.com>

**Cc:** Paul Jenkins <paul@jenkinslaw.co.uk>; Danny Elliott <danny@jenkinslaw.co.uk>; Kyle McGuire <kyle@jenkinslaw.co.uk>; Amanda Clarke <amanda@jenkinslaw.co.uk>

**Subject:** Board Order - The White Swan, 22 The Village, Charlton, London SE7 8UD

Dear Sirs,

Please could you erect a 5'x4' V board on the above property.

Board to read – PUB TO LET

If you have any questions or queries please do not hesitate to contact me.

Kind Regards

Ryan

**RYAN MYLROIE BSc (Hons)**

**DIRECTOR**



**t:** 020 7440 1840

**e:** [ryan@jenkinslaw.co.uk](mailto:ryan@jenkinslaw.co.uk)

**a:** 20 Hanover Street, Mayfair, London W1S 1YR



**APPENDIX III**  
**VIEWINGS SCHEDULE**

## The White Swan - Viewing Schedule

Viewing Date	Party	Comments/Feedback
Nov-19	James Roberts	New co local tenant. Concerned with the location and lack of footfall.
Nov-19	Luke Kinsella	New co local tenant. Concerned with the location and lack of footfall.
Jan-20	Jim Birch	No feedback.
Feb-20	Henry Greenleaves	Former pub landlord for Enterprise. Expressed concern with the lack of trade/footfall.
Mar-21	Charles Bakker	Independent tenant with 2 North London pubs, Lack of footfall a key issue - his existing pubs are on major London High Roads.
May-21	Fabrice Irtelli	No feedback.
May-21	Bird in Hand Pub Group - Dan	Tenant with an existing pub in Reading. Looking to enter the London market but declined to offer. Targeting busier locations.
Nov-21	Cobi-Lee Sadler	No feedback.
Dec-22	Tesco	Proposal received.



**APPENDIX IV**  
**REQUIREMENTS LIST**



## Filter your results

↻

### Region(s)

- Ireland  
  London  
  Midlands  
  North East  
  North West  
 Northern Ireland  
  Scotland  
  South East  
  South West  
  Wales




### Planning Class

- A1  
  A2  
  A3  
 A4  
  A5  
  B1  
  B2  
  B8  
 C1  
  C2  
  C3  
  D1  
  D2  
  Sui Generis

Items per page  ▼

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Upgrade to Advanced package (/subscribe) to use this feature

**Export Contacts**

**Export Requirements**

There are currently no results which match your search criteria. If you are searching for a location within the M25, please use the following format: London (Croydon), London (Richmond) or London (Canary Wharf).

[Advertise \(/advertise\)](#)

[Agents Directory \(/agents-directory\)](#)

[Export Data \(Advanced Users\) \(/requirements-search\)](#)

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[New Developments \(/new-developments\)](#)

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## Requirement Search

Search and filter property requirements below.

<b>Region</b>	<input type="text" value="select regions"/>	<b>Sector</b>	<input type="text" value="Select Sector"/>
<b>Size (sqft)</b>	<input type="radio"/> 100 <input type="radio"/> 100000	<b>Class</b>	<input type="text" value="A4"/>

Show active requirements only

**Reset**

Currently filtering by

\*: charlton      class: A4

Add your property requirements (free)  
Submit

Export list of requirements  
Export

There are currently no results which match your search criteria.

If you are searching for a location within the M25, please use the following format: London (Croydon), London (Richmond) or London (Canary Wharf).