



Marketing Report – Shop 51 Perrott Street, CF46 5ET

Prepared by: Paul Fosh Lettings

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Introduction

Paul Fosh Lettings were instructed to market **Shop 51 Perrott Street, CF46 5ET** in November 2024. The property was advertised **to let at £350 per calendar month**, a figure set deliberately below prevailing market rents in order to stimulate interest and encourage early occupation.

Despite this competitive pricing strategy, the property has failed to generate meaningful enquiries or offers from potential commercial occupiers.

Marketing Campaign & Activity

- **Advertising channels:** Online property portals, and Paul Fosh Lettings' own marketing platforms.
 - **Marketing period:** From November 2024 to date (11 months+ exposure).
 - **Rent level:** £350 PCM – below market value for comparable retail premises in the area.
 - **Outcome:** Very limited enquiries received. None progressed to serious negotiations or resulted in a tenancy.
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Market Conditions & Demand Assessment

- **Decline in local retail demand:** Perrott Street and surrounding areas have seen a reduction in demand for small retail and commercial units. Increased online shopping, reduced footfall, and a shift in consumer behaviour are key contributing factors.
- **Occupancy trends:** Comparable local shops and parades are experiencing prolonged void periods, with some units already having been repurposed for residential use.
- **Unsuitability for long-term commercial use:** The limited floor area, secondary location, and lack of strong passing trade diminish the property's appeal to modern retailers or service providers.

In our professional opinion, **there is no meaningful demand for this unit in the current commercial market.**

Recommendation

Having tested the market thoroughly and at a rent set **well below market expectations**, Paul Fosh Lettings conclude that the unit is **not viable as a commercial letting proposition.**

We strongly recommend that the property be converted to a **residential apartment**. Such a conversion would:

- Provide much-needed housing stock in the area.
- Ensure the property is occupied and generating a stable rental income for the landlord.
- Improve the overall streetscape by preventing prolonged vacancy.
- Offer greater long-term security and value compared to a struggling retail unit.

Conclusion

Paul Fosh Lettings are of the clear professional opinion that the continued marketing of **Shop 51 Perrott Street, CF46 5ET** as a retail premises is not sustainable. Demand is absent, despite extensive exposure and a deliberately reduced asking rent.

We therefore recommend, without reservation, that the property be granted **change of use to residential**. This will ensure the building is repurposed to meet modern housing needs, secure a viable long-term use, and prevent the ongoing decline associated with vacant commercial units.

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