

Date: 1st June 2026



Rebecca Hoad
ECE Planning
64–68 Brighton Road
Worthing
BN11 2EN

Vail Williams LLP
Unit 4 Peveril Court
6-8 London Road
Crawley
West Sussex
RH10 8JE

Tel No 01293 612600
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Dear Rebecca,

Re: Watermead, Cowfold, West Sussex

Site Overview

Watermead is a detached commercial property located in Cowfold, West Sussex, positioned within a semi-rural setting and located approximately 7 miles south of Horsham. Key points include:

- Industrial premises situated on a total site of approx. 1.42 acres
- 8,060 sq ft internal buildings plus further outbuildings, yard and garden areas
- Located close to both residential and commercial property
- Close to A24 (Cowfold Junction) and A23 (Bolney Junction)

The property has been marketed for industrial/warehouse use and exposed to the market through a multi-platform campaign, including online portals, direct marketing and targeted occupier engagement, as summarised below.

Further to our ongoing marketing of the above property, we write to provide a formal update on activity to date together with our recommendations.

Marketing Activity

We were appointed as sole agents in November 2025 and have since undertaken a comprehensive marketing campaign across multiple platforms, including:

- Agents Insight (Kato)
- Rightmove Commercial
- Vail Williams website
- Estate Agents Clearing House (EACH)
- Dedicated property microsite

The above platforms were launched shortly following instruction in November 2025, with the property remaining continuously available and actively marketed since that time.

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Screenshots of these campaigns are shown within Appendices 2-5.

In addition, property particulars (see Appendix 6) have been circulated to our database and specifically matched to 53 prospective occupiers.

In January 2026, the quoting rent was reduced by 20% from £75,000 per annum to £60,000 per annum to stimulate further interest.

Aside from any tenant incentives that may be provided at point of lease negotiation, subject to lease and tenant covenant, we consider that both the original and revised quoting rents being realistic and reflective of prevailing market conditions, having regard to the property's specification, location and competing stock within the local area.

Market Response

Despite these efforts, there has been:

- No viewings requested or undertaken
- No offers received

A limited number of enquiries have been received (full details provided at Appendix 1), primarily from occupiers seeking general industrial or storage accommodation; however, none have progressed, with limited or no follow up engagement from prospective parties.

Schedule of Enquiries

A schedule of enquiries is included at Appendix 1. This demonstrates the limited nature of demand at both the original and revised quoting rent levels.

Market Feedback

Feedback received indicates several consistent themes:

- The property's location, whilst suitable in planning terms, is perceived by occupiers as relatively secondary, with limited prominence, visibility and proximity to amenities and transport links.
- Competing stock in more established locations closer to urban centres is generally preferred.
- Occupiers are increasingly prioritising quality, environment and staff amenities, aligning with a wider "flight to quality" across the market
- Proximity to residential and narrow access through to building.

In addition, feedback highlights the building's EPC performance and overall specification as limiting factors, with the property not aligning with modern occupier requirements without significant upgrade.

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In addition, newer business park schemes which have been built in nearby locations such as Southwater, Bolney and Partridge Green are proving more attractive, offering modern accommodation within established commercial environments.

Competing Supply

There is a notable volume of competing and comparable accommodation available within the wider local area, particularly in more established commercial locations.

A pipeline of approximately 250,000 sq ft of Grade A industrial and warehouse space has recently emerged or is hitting the immediate market across three major schemes; Audio Park & Axis 24 in Southwater and Focal Point in Billingshurst. This is in addition to a new scheme at Panattoni Park Burgess Hill which provides within the site a terrace of eight similar sized 8,000-10,000 sq ft units immediately located just off the A23.

This level of competing supply has had a direct impact on demand for the subject property, with occupiers having a broader choice of higher quality and better located options.

Building Considerations

The building's specification and energy performance are also influencing demand:

- Minimum Energy Efficiency Standards (MEES) restrict the letting of lower-rated properties.
- Prospective tenants are avoiding buildings requiring significant capital investment to improve energy efficiency.

Whilst refurbishment could theoretically improve the building's position, our view is that the level of investment required would not be justified given the property's location and current market dynamics.

Market Context

The marketing period has coincided with a more cautious occupational market, with business confidence impacted by wider economic conditions and occupiers taking a more selective approach to commitments. Likewise, companies are really moving premises if they must i.e. if they have a lease event or being forced to move out. This has further reinforced the preference for prime, well specified accommodation and reduced demand for secondary property of this nature.

Summary

Based on the above, we consider the lack of demand to be driven primarily by fundamental factors (location and building quality) rather than marketing exposure or quoting rent.

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Accordingly, we recommend the following:

1. Commercial Uses / Marketing Approach

- Continue to openly market the property and remain fully open to alternative commercial uses (e.g. storage or trade counter), subject to planning, should those enquiries step forward. These could generate additional interest however this is unlikely to materially alter the overall position given the reasons outlined above.

2. Planning-Led Approach

- Given the constraints, there is a strong argument to explore alternative planning options to unlock value and broaden appeal.

3. Hold / Review Strategy

- Continued open marketing ("all enquiries") can be maintained; however, expectations should be that this is unlikely to generate meaningful activity without fundamentally altering the underlying position.

4. Cost vs Return Consideration

- At this stage, as there has been limited interest and therefore no guarantee of a successful occupier coming forward, we do not currently recommend undertaking significant works, as the anticipated return are unlikely to justify the associated costs.

In summary, despite a thorough and proactive marketing campaign to date, the property has not generated occupier demand. Whilst we continue to advertise the property, the challenges are unlikely to be resolved through further price reduction or marketing alone.

A shift towards a planning led or alternative use strategy is therefore likely to be the most effective route to unlocking value.

We trust the above is helpful but would be pleased to discuss in more detail and consider next steps with you.

Yours sincerely

Steve Berrett
Partner
Vail Williams LLP

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Appendices

Appendix 1 - Enquiry Schedule

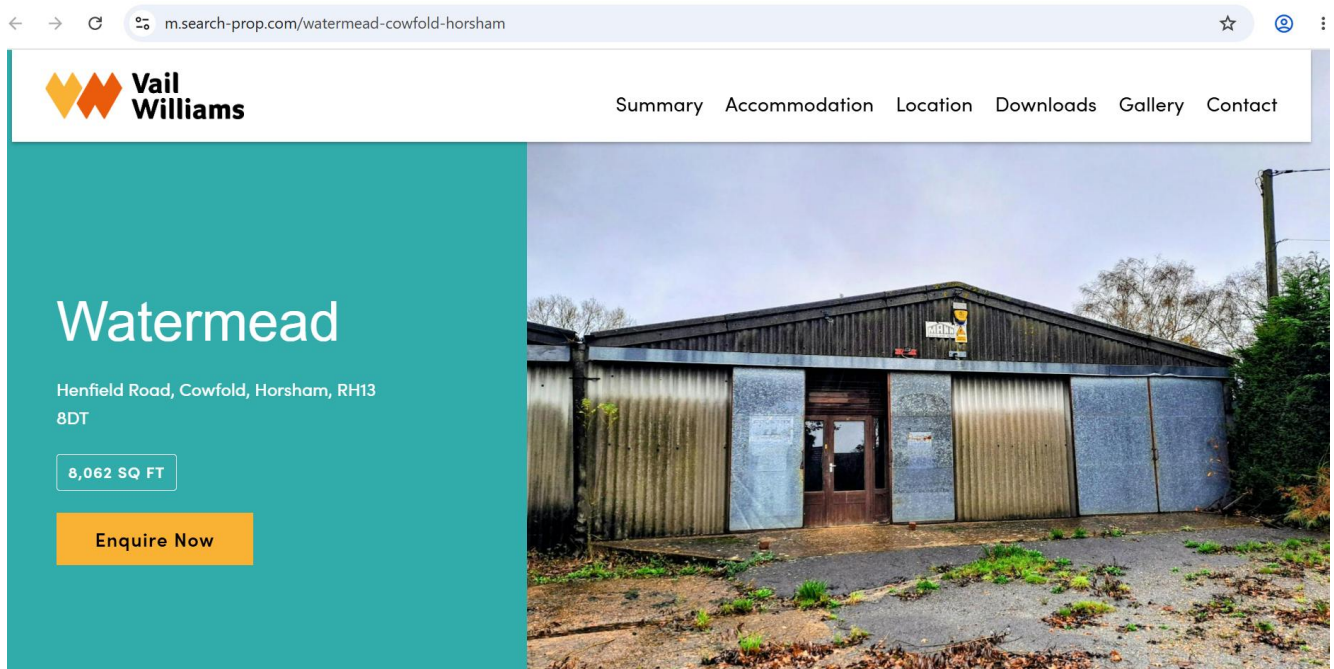
Date	Applicant/Occupier	Enquiry	Feedback
Nov 2025	Ground investigation company	Existing business looking to relocate within Sussex	Ruled out to far north
Jan 2026	Vehicle repairs	Currently based close to Brighton looking for more outside space	No further feedback
Jan 2026	Dea	Direct phone enquiry. No further information provided.	No further feedback
Jan 2026	Levi F	Direct phone enquiry. No further information provided	No further feedback
Jan 2026	Gym	Opening of a new gym (expansion from existing site)	Not suitable
Feb 2026	Joinery business	Burgess Hill based. Asked several questions around, terms, use and buildings	Wanted to install a wood burner/biomass burner and a 3 phase power supply.
	RENT REDUCED IN MARCH 2026		
March 2026	Sonia G	Rightmove Enquiry – no information given on use	No further feedback
May 2026	Biometric testing company	Direct email enquiry. London based company who have temporary requirement.	Require indoor and outdoor areas for testing vehicles. Short term 6 months tenancy only

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June 2026	Site security company	Rightmove enquiry – details sent. Based in Sussex looking for additional premises	New enquiry. Awaiting feedback
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Appendix 2 - Online Microsite

<https://m.search-prop.com/watermead-cowfold-horsham>



Vail Williams

Summary Accommodation Location Downloads Gallery Contact

Watermead

Henfield Road, Cowfold, Horsham, RH13 8DT

8,062 SQ FT

Enquire Now

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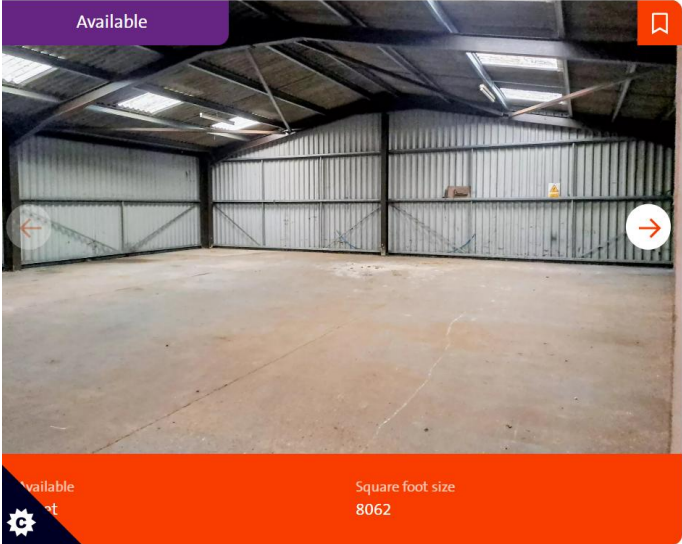
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Appendix 3 - Vail Williams website advert

<https://www.vailwilliams.com/property/watermead-cowfold-horsham/>



Available

Watermead, Cowfold, Horsham

£60,000.00 per annum

Watermead, Henfield Road, Cowfold, Horsham, RH13 8DT

- Reduced rent
- Adjoining industrial units + yard
- New lease
- Dilapidated outbuildings & gardens
- Secure site

Steve Berrett
+44 (0)7780 324996
Email me

Download Particulars

Available
Square foot size
8062

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Appendix 4 - Agents Society listing



Watermead Horsham, RH13 8DT

Listed by:
Vail Williams

"Industrial / Warehouse unit with easy of access to A23 / A24

Rent reduced"



Steve Berrett Vail Williams
01293 612600 | 07780 324 996

A quick summary

Size: 8,062 sq ft

Tenure: To Let

Rent: £60,000 per annum

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Appendix 5 - Rightmove Advert

https://www.rightmove.co.uk/properties/169390310#/?channel=COM_LET

rightmove 

Buy

Rent

House Prices

Find Agent

Commercial

Inspire

Overseas

 Sign in

[See similar properties](#) →



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Appendix 6 - Estate Agent Clearing House (EACH)



Vail Williams <mailings@each.co.uk>
To Steve Berrett

Estate Agent Clearing House | EACH

[REPLY to Steve Berrett](#)
[REPLY to Jake Collins](#)

Dear Steve
A new Property

General Industrial, Warehouse..

Watermead, Henfield Road, Cowfold, Horsham, RH13



Industrial / Workshop premises to let with yard, outbuildings and gardens comprises a series of adjoining industrial units constructed of sheet metal and concrete block elevations with profile sheeted roof. There is an adjoining timber panelled barn...
The property lies immediately adjoining the southwest side of Cowfold just off the A281 in West Sussex. Horsham is 7 miles and Crawley 12 miles. Brighton is 16 miles to the south via the A23 4 miles away leading up to Gatwick and the M25...



Vail Williams
Crawley
01293 612 600

[Steve Berrett](#)
[01293 612600](#) | [07780 324996](#)
 [Jake Collins](#)
| [07976 256 663](#)

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Appendix 6 - Marketing brochure



WATERMEAD, COWFOLD, HORSHAM, RH13 8DT

INDUSTRIAL / WAREHOUSE TO LET
8,062 SQ FT (748.98 SQ M)



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UNIT TO LET

Industrial / Workshop premises to let with yard, outbuildings and gardens

Available Size	8,062 sq ft
Rent	£60,000 per annum
Rateable Value	£36,000 (1 April 2023 to present)
Service Charge	Mains water, electric and drainage are connected but have not been tested
VAT	To be confirmed.
Legal Fees	Each party to bear their own legal costs incurred.
EPC Rating	EPC exempt - Industrial sites, workshops and non-residential agricultural buildings with low energy demand

- Reduced rent
- Adjoining industrial units + yard
- New lease



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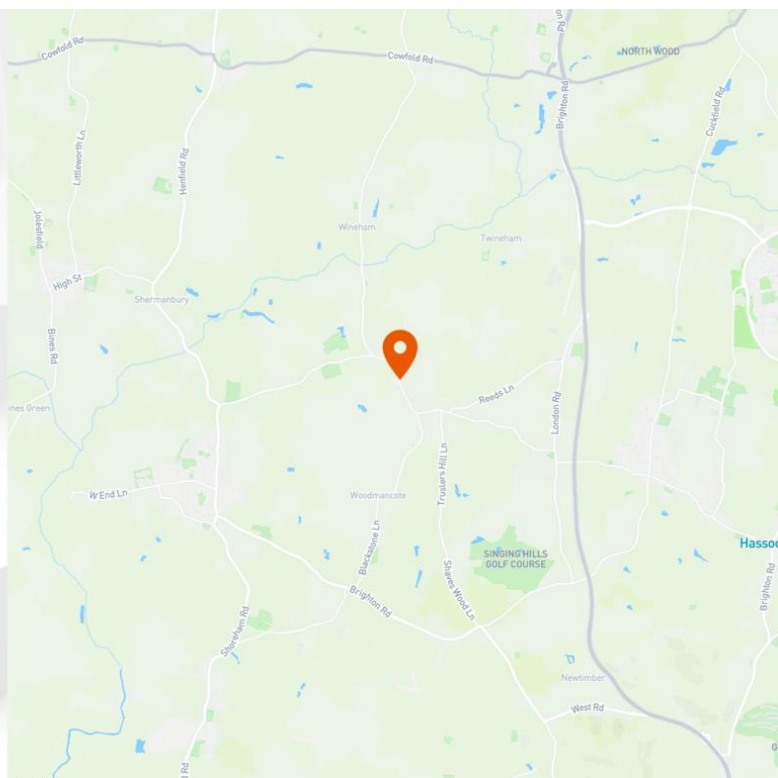
Location



**Watermead, Henfield Road,
Cowfold, Horsham, RH13 8DT**

The property lies immediately adjoining the southwest side of Cowfold just off the A281 in West Sussex. Horsham is 7 miles and Crawley 12 miles. Brighton is 16 miles to the south via the A23 4 miles away leading up to Gatwick and the M25.

Access to the property is via a private lane adjacent to SMG Cowfold vehicle sales and opposite Hare & Hounds public house.



Further Details

Description

The property comprises a series of adjoining industrial units constructed of sheet metal and concrete block elevations with profile sheeted roof. There is an adjoining timber panelled barn. Access is via large, galvanised steel sliding doors.

There is a good open yard to the front providing car parking and outside storage, with dilapidated sheds/outbuildings in the corner. To the rear is an open grass area, small wooded area to the north and a pond. The site is fenced and there is a gated front entrance with security barrier.

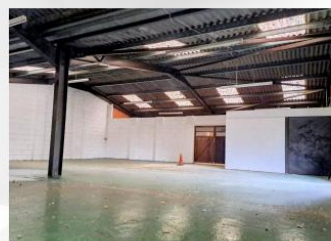
The whole site extends to approx. 1.42 acres (0.81 hectares).

- Substantial industrial premises situated on a total site of approx. 1.42 acres
- 8,060 sq ft internal buildings plus further outbuildings, yard and garden areas
- To Let on new lease terms
- Suit variety of commercial uses, subject to any necessary consents
- Vacant Possession
- Located close to both residential and commercial property
- Close to A24 (Cowfold Junction) and A23 (Bolney Junction)
- Village location south of Horsham

Accommodation

The accommodation comprises the following areas:

Name	sq ft	sq m
Ground - Main Industrial Area	6,996	649.95
Ground - Timber Barn	1,066	99.03
Total	8,062	748.98



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Enquiries & Viewings



Steve Berrett
sberrett@vailwilliams.com
07780 324 996
01293 612600



Jake Collins
jcollins@vailwilliams.com
07976256663
01293 612600



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