



# Robert Hitchins Limited

## Media Release

4 January 2010

### **Innovative marketing will be crucial in 2010**

Innovative marketing strategies will be the key to success in the commercial property market in 2010 say Robert Hitchins Limited.

Robert Hitchins Limited held a prize draw at the Central Park development in Western Avenue, Bridgend, South Wales. Entrants comprised of agents who had shown clients around the park in December for the first time.

Mike Bruce from DLP Surveyors won the top prize of a 32" LCD television after accompanying his client on an internal inspection of the new industrial units at Central Park, Bridgend in December.

The prize draw has raised Central Park's profile within the agency circles in Bridgend and has helped to maintain the levels of viewings of the properties. A spokesman from Robert Hitchins Limited said "We have begun to see the market for smaller industrial units recover and enquiries are rising. We are finding novel ways to encourage businesses to come and visit Central Park and see the premises that we have to offer. Once they are at the site the quality of the scheme speaks for itself. Reaching people who have newly re-entered the market and are actively looking for premises is key to our marketing strategy and events like this help to encourage interest in Central Park."

David Herbert at Robert Hitchins said; "As confidence in the economy returns, local businesses will look to quickly acquire new premises so that they are ready to capitalise on the recovery. We believe we have the best premises available, but we realise that we cannot wait for businesses to come to us - we have to be proactive and actively market our developments to the local market."

Central Park has an extensive range of buildings on offer, from new build industrial and trade counter units from 2,286 sq ft upwards to offices and research and development space up to 20,097 sq ft. In addition, development opportunities are available for commercial, industrial and distribution uses.”

ENDS

Photograph: from left to right: Owen Young - Alder King, Mike Bruce - DLP Surveyors, David Herbert - Robert Hitchins Limited and Jeremy Symons - Cooke & Arkwright.

### **Editor's note:**

Robert Hitchins Limited, formed in 1958, is one of the leading property developers in the South West and South Wales. As market leaders they have developed, or owned, more than 3,000,000 sq ft of commercial property. We also manage around 2,000,000 sq ft of commercial and industrial space through its URPS subsidiary. Robert Hitchins has a deserved reputation as the regional developer with skills and experience.

- Our desire is to understand the needs of business and to fulfil their property requirements.
- Our approach is positive, innovative and thorough, in the big decisions and the small details.
- Our brand is the voice of past achievements, current credentials and future aspirations.
- Our team represents the ethos of our brand with a focused service, consistent quality and reliable management.

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