



## Market/Planning Report

### Urbanest Kings Cross Café

25<sup>th</sup> July 2023

#### **Background**

##### **Kings Cross Café**

Colliers were instructed to lease Urbanest Kings Cross café in March 2017 after the failure of its former occupier 'Coffee Junction' who could not trade profitably even on a rent-free basis. After the building opened in 2013, Urbanest paid to fit out the unit as a cafe and Aspire Catering managed it on their behalf as a student café open to both students and the general public. The challenges faced by the previous operators due to a lack of footfall became apparent upon our instruction. However, Urbanest were very keen to ensure they had a food offering to cater for the immediate residents above and surrounding residents and office workers.

During the 6-month marketing campaign there was limited interest in the restaurant/ cafe space. Colliers commenced an extensive marketing process which included a marketing board and a brochure that was distributed via Colliers internal database, PIP and EACH. A range of potential tenants were approached from independents through to national occupiers and two sources of interest were found, one being 'Cut and Grind'. The other was 'TWIST' restaurant who after agreeing HoT in March 2017, pulled out due to their concerns around lack of footfall in the area. The only way Cut and Grind would proceed with leasing the space was on the basis that Urbanest provided a substantial incentive period and provided an enhanced restaurant. Which, at the time was not the market normal.

Cut and Grind provided an all-day offer for the residents and created an offering that was desirable to surrounding residents for both dine in and delivery. At the time not all of Argent's food offering had opened on the Kings Cross masterplan estate nearby. Therefore, Cut and Grind saw the opportunity for online food deliveries.

Since the closure of Cut & Grind in April 2023, there has been some recent correspondence from the owner of Cut and Grind and their representatives regarding the struggles they had in Kings Cross due to a lack of footfall. Despite being on a rent free with Urbanest since 2020, the business was suffering significant losses and ultimately could not sustain the unit due to lack of footfall and competition from businesses within the masterplan estate area. Despite agreeing a 15-year lease on the unit in



August 2017, they were forced to request that they surrender the lease at the start of April 2023 due to liquidation of the business.

### **Latest Interest**

With the closure of Cut and Grind in April 2023 there has been no interest in the unit, and this follows the failure of three operators in the space who have struggled to benefit from any footfall.

### **Summary**

The above highlights the difficulties experienced by restaurant/café use at the Urbanest Kings Cross café. The lack of footfall immediately by the site and the nearby F&B pitch created by Argent in the Kings Cross Estate has led to both openings and closures regardless of the unwavering landlord support provided.

### **Appendices:**

\*Please click to open pdf\*



Canal Reach -  
appendix.pdf