

First Intuition Limited

Ground Floor, The Lantern

Change of use application – supporting statement

5 December 2023

First Intuition Limited is an award-winning professional education provider, specialising in accountancy. It offers a full range of accountancy training including AAT, CIMA, ACCA and ICAEW qualifications, and diplomas in partnership with the Chartered Management Institute (CMI). First Intuition delivers training to students online and in classrooms in London, Birmingham, Manchester, Liverpool, Reading and Southampton. Franchisees deliver training in other regions of the UK. First Intuition's ultimate parent company is Apiary Capital, after investment was secured in April 2023.

The client base includes professional firms such as EY, Grant Thornton, Evelyn Partners, Moore Kingston Smith and other large clients such as Goldman Sachs and Hiscox. Students tend to be employer-sponsored and come to First Intuition to undertake their professional studies. Many of these clients are based in Camden themselves, as are some of FI's prospective clients also.

Courses typically run Monday-Friday, with some weekend and evening courses run on occasion. Hours of business operation are 8am-6pm, with courses themselves running from 9.30am-4.30pm.

First Intuition started in 2007, in London. Since inception FI have been based in Camden, operating out of the County House site within Conway Mews, off Fitzroy Square.

The business has grown from strength to strength over the last five years, with new client contract wins such as Grant Thornton and Moore Kingston Smith contributing to this growth. To accommodate this growth FI have been looking for an additional building in the surrounding area to their current site. The intention is to run both sites in order to meet the growth requirements.

The Lantern meets FI's requirements for a number of reasons:

- Proximity to public transport
- Proximity to current site
- Own entrance, off Drummond Street. This provides FI with the ability to provide a great welcome experience for visitors/ learners/ staff.
- Ground floor access to ensure accessibility requirements are maximised for staff and learners
- Ability to have signage to display FI's name on Drummond Street
- Ability to create a number of classrooms with sufficient light and ventilation. Ventilation in particular has been a challenge with a number of buildings viewed as the amount of fresh air needs to be increased for FI's classrooms.
- Ability to meet fire regulations

FI are looking to create classroom and office space to accommodate up to:

- 150-250 learners. Learners come from a variety of backgrounds, as increasingly these learners are on client-sponsored apprenticeship programmes aiming to widen access to the accountancy sector. Many learners live in or near to Camden.
- 20-30 staff members, approximately 75% of which will be new jobs created.
- The pre-application requested clarification on:
 - o How many people would likely be on site at a time:

- The maximum number would be approx. 280 people, although this is dependent on the number of courses running and therefore there are periods of the year where the number is lower than this.
 - On average over the year there will be 143 people on site on a given day (analysis below).
- Cycle store access:
 - FI will have access to the basement cycle parking provided by the building.

	Average people on site
January	70
February	105
March	140
April	140
May	210
June	140
July	175
August	140
September	175
October	210
November	105
December	105
AVERAGE	143