

BENJAMIN  
**POLLOCK'S**  
TOYSHOP

First Floor 44 The Market Covent Garden London WC2E 8RF

**Development, Mangagement, Regeneration & Planning**

London Borough of Camden  
Town Hall, Judd Street  
London WC1H 8ND

April 22nd 2025

Dear Ben Greene,

It has come to my attention from the retrieved article in The Fitzrovia News posted 28th January 2025 that the old entrance to Pollock's Toy Museum at 41 Whitfield Street is now to be changed under the new ownership to "The Museum Pollocks Time Present" and is to represent the business inside which is to be a Hotel (due to the size of the property it must surely be an Air B 'n' B property') a tearoom and a Museum.

Whilst the name of a property and a business might not be under your remit, I would like to point out that Benjamin Pollock's Toyshop in Covent Garden which I am the director of, is an established business of over 40 years and has a close connection to the original Pollock's Toy Museum. We are in fact owners of the trademark 'Benjamin Pollock's Toyshop'.

If at anytime my business and/or the Pollock's Toy Museum now run by a trust were to be able to continue operations in the borough of Camden (we are in neighbouring Westminster currently) the use of the name 'Pollocks' associated with 'Museum' would be detrimental to the continuation of a much loved cultural asset for Camden and London as a whole.

I feel the use of the name will be disadvantageous to my existing business, the Pollock's Toy Museum Trust and also to this new venture who will be confusing visitors to London.

**Yours sincerely**

**Louise Heard**

Director

E: [REDACTED]

Cc. Charlotte Street Association: [REDACTED]