

# Atlas Transport Ltd

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Wednesday, 04 May 2011

## **RE: 150 Camden High Street NW1 0NE // Full Planning Permission**

Dear Sir/Madam

We are writing in support of our enclosed application for change of use for the above premises to a private hire booking centre.

Atlas was established in 1965 in West London (Fulham), since then we have now grown in to a four branch company with operating centres in three different boroughs.

### **Branches:**

Head office – Admin Office	794 – 798 Fulham Road / Fulham
West London	11 Beadon Road / Hammersmith
South London	6 Westbury Parade / Clapham
Fulham	135 Lillie Road / Earls Court

Our latest branch which we unfortunately had to vacate due to the lease expiring was situated at 377 Edgware Road, Paddington, W2; this is one of the reasons we would like to move in to the above address.

### **Environment / Traffic**

All four branches are situated on busy highways with little or no parking, two of which are outside very busy tube stations (Hammersmith & Clapham South) and on red routes.

We do not use CB radios; instead we use a very sophisticated PDA system (CORDIC), which allows us to track all our drivers via GPS and having a broad customer base that spans across London, our 200 drivers do not park any of our booking centres. This also eliminates the “clogging” issue that surrounds most centres.

Being an established company we are very aware of our responsibilities to our neighbours and environment hence all of our administrative work is kept at our head office in Fulham.

**Employment**

We will be generating employment locally as we require local staff to be familiar with the local and surrounding area. We estimate that we will be employing 30 licensed PCO drivers, 6 Full time, 3 part time control staff within the first 6 - 12 months.


**Property/ Aesthetics**

150 Camden High Street is currently occupied but the leaseholder is in the process of closing down the business. We have also noticed that there are two other units vacant within 100 yards of this property.

No major changes will be taking place to the shop front all that we will be looking to alter would be the fascia and a bit of cosmetic cleaning.

We are also aware of a recent refusal by the council for a Mini Cab office at 46 Camden High Street however, we assure you that we are very professional and would even go as far as to invite you to visit one of our centres as working proof of all the above points. Generally this kind of operation is associated with noise, disruption and traffic, let me assure you that this will not be the case, we are very serious and respectful of our environment.

Yours Sincerely



Ahsan Raza  
Director

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