



Planning Officer  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

16 October 2009

Dear Planning Officer,

**Re: Change of Status of 112 Mill Lane, NW6 1XQ to B1**

Following my visit to your office on Tuesday 13 October 2009 to discuss the property at 112 Mill Lane, West Hampstead I am pleased to submit our Application for change of Status of the property to B1. In addition to the Application form and supporting materials I hope you find that this covering letter provides useful additional information.

The above property has not been in use since it was purchased by a developer in February 2008. The developer has been trying to rent the property but without success. Best Beginnings would like to rent the property from the developer to use as our office from which we also sell and distribute products to the public and resources to PCTs.

Best Beginnings is a national charity working to reduce child health inequalities across the UK. We are committed to working towards a society where babies from all backgrounds have an equal chance of a healthy start. We work closely with Camden PCT and with the Department of Health. Please find some information on the charity enclosed.

The last occupants of the space used it as a doctor's surgery (D1). However, when I spoke with the Duty Planning Officer on 13 October I was informed the building currently has a status of A1.

We are requesting a change of use from A1 to B1 in order to enable Best Beginnings to rent the space. Moving to this space will help Best Beginnings increase productivity and effectiveness, enable us to engage more local volunteers and ensure the charity has greater impact locally and nationally.

Currently, Best Beginnings is located at 76 Mill Lane which is a much smaller space with no capacity to expand staff levels or engage more volunteers. Local residents enjoy our bright and engaging 'shop front' window display and pregnant women and young parents pop in to get information on local services and to pick up the free NHS DVD we produced. (See submission A for an image of our current office.)

At the moment six out of the eight properties in the 'stretch' where 112 Mill Lane is located have A1 status. The properties adjacent to 112 Mill Lane are a pet shop on one side and a convenience/fruit shop on the other side. (See addendum B of an image of 112 and the shops either side.)

The location is in a 'neighbourhood centre' and our presence in a larger property with our engaging creative shop front will add to the character of the centre. The vibrant shop front we would create would complement the shops on Mill Lane and add to the community feel of this very special street.



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We have no parking requirements as I (Founder and CEO) cycle to work, our Administrator lives within 2 minutes of the office and other staff / volunteers would walk, cycle or use the buses, tubes or trains that go through West Hampstead.

I am please to enclose addendum C and E as evidence that the commercial aspects of Mill Lane have been vacant since February 2008 i.e. 19 months. Also enclosed are the plans F and G which were approved and actions by the developer.

I would be delighted to answer any questions or queries the Case Officer may have to enable a positive decision regarding the change of status.

Yours hopefully



Alison Baum  
CEO  
Best Beginnings

P.S. Please watch a short film at [www.youtube.com/bestbeginnings](http://www.youtube.com/bestbeginnings) to give background to our work and our commitment to positive social change.

