

Aspire to Achieve Excellence

Mr Jagdish Akhaja
Camden Development Control Planning Services
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

11th April 2014

Re 1A HAWLEY ROAD, CAMDEN, NW1 8RP – APPLICATION 2014/2104

Dear Sirs,

Please be advised we have made an application via the online planning portal dated 24th March for change of use from A1 to A1/D1 usage for the property given above.

Under separate cover we will make an application for change of signage to the front and side elevation of the unit.

Background Information

The LHAA is a specialist hairdressing Apprenticeship Academy based in Borehamwood, Hertfordshire and Loughton, Essex. www.lhaa.co.uk The Directors have an extensive career in and around the education environment for many years [see the mini biographies below].

Our first Academy was established in October 2011 in Borehamwood and the Directors opened the second academy in Loughton, Essex in July 2012. The business has prospered since its establishment. LHAA continue to be committed to growing our business and are planning to open the third academy in Camden. We plan to open the academy in readiness for our first cohort intake in August 2014.

We have adopted a unique approach to training hairdressers providing them with the technical skills, employability skills and commercial skills required by the industry. The focus of the training is centred on the Hairdressing Apprenticeship and the QCF NVQ Diploma in Hairdressing at both Intermediate (level 2) and Advanced (level 3) with additional training in employability skills delivering the Workskills Award L1 and Customer Service L1.

Each Academy is equipped with a state of the art training hair salon [32 columns in Borehamwood and 24 columns in Loughton] and well-resourced training rooms. Camden will have 26 workstations. The salon operates primarily as a learning academy [it's a real

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Paramount House
17-21 Shenley Road
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life working salon] and also provides the opportunity to assess the competence element of the NVQ alongside some assessments in the Apprentices' workplace. All the Apprentices are employed by hairdressing salons with attendance at the training Academy one day a week. We currently have 350 apprentices enrolled across both academies and we work with over 300 salons across Hertfordshire and Essex. Our Apprenticeship learner profile is predominantly split 70:30 – 16-18 year-olds/19-23 year-olds. We anticipate that the Camden Academy will have an intake of approximately 150 Apprentices and 60 Adult learners.

We anticipate that the academy will employ up to 9 staff on a full time basis. The influx of learners and staff will as we have seen at our Borehamwood and Loughton academies will add to the prosperity of the local businesses and shops in the vicinity of the academy.

Founder Biographies:

Trevor Luker – is a co-founding Director at the LHAA and joined the company in July 2013. He is also a board member of Vision Workforce Skills Limited [a subsidiary of West Nottinghamshire College] and also a member of the Association of Employment & Learning Providers Strategic Forum and is chair of the Hair & Beauty specialist group for AELP. He previously held the post of Managing Director for Pearson Work Based Learning in the UK [2010-2013] having previously held the post of Commercial Director for the Awarding Organisation Edexcel [a Pearson company 2007-2010]. He has also managed Edexcel's International's business [2006], was Chair of Awards UK, a joint venture company between Edexcel and SQA [2006 – 2010]. He has a wide-ranging experience in devising and implementing business strategy, driving strategic and organisational change and delivering operational excellence and consistently achieving growth within market leading organisations. He has also worked in the UK and overseas and holds a Masters in Business Management and has lectured on Business Studies.

Francine Luker – is a co-founding Director at the LHAA and has led the organisation since October 2011. After a career in sales and marketing, Francine lectured for 10 years in marketing and international trade within a Further Education College and two London Universities. She joined the Awarding Organisation Edexcel [a Pearson company] in 1999 as a Regional Curriculum Manager being promoted to National Sales Manager responsible for Employer & Apprenticeship Engagement in 2006 to 2011. Francine holds the assessor and internal verifier qualifications, D32, D33 and D34. Francine also holds a degree in business and has a post graduate Diploma in Marketing.

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We trust you will consider our application favourably and look forward to working with the young people and adult learners in and across the Borough of Camden.

Yours sincerely,


Trevor Luker