



The Village Haberdashery  
47 Mill Lane  
London NW6 1NB

FAO Jenna Litherland  
Development Management  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

30 September 2015

Dear Ms Litherland,

**THE VILLAGE HABERDASHERY  
PROPOSED RELOCATION TO WEST HAMPSTEAD SQUARE, BLOCK A, FIRST  
FLOOR**

I write in relation to the above proposal and the current application which seeks to combine three small retail units on the First Floor, Block A, at West Hampstead Square to create a larger unit of 131 sqm. I thought it would be useful to set out the history of my company, the way that it currently operates and our overwhelming need for larger premises.

The Village Haberdashery is a West Hampstead-based business currently trading at 47 Mill Lane, West Hampstead, London, NW6 1NB. The Village Haberdashery has grown substantially since it opened in December 2012. We are unique in that we differentiate ourselves from national retailers by catering specifically to the growing community of modern craft makers.

Our shop at Mill Lane stocks a unique mix of popular and hard-to-find crafting materials and many suppliers are independent companies that provide organic or locally designed and sourced products. The shop also offers a wide range of craft classes with instructors who are often well-known authors, bloggers and designers within the craft community. Classes include sewing, dressmaking, quilting, knitting, crochet, embroidery and printmaking for both adults and children.

The Village Haberdashery currently employs one full-time and three part-time members of staff from the West Hampstead area, in addition to 10-12 class instructors working on a sub-contracting basis.

Our business is growing and in need of more floorspace but we are unable to do so at our current premises at Mill Lane which occupies just 51 sqm. We have been seeking to double our retail space in new premises within the West Hampstead area since 2014. We plan to use the new space to increase the range of products available and create a larger and more comfortable class space that can accommodate more students and special events.

The new development at West Hampstead Square is an ideal location for The Village Haberdashery to increase floorspace in an exciting high quality development. The location, being opposite West Hampstead station, offers a unique opportunity for the store to take a more visible presence. We intend that the Village Haberdashery at West Hampstead Square will become *the* destination

for craft makers, designers and teachers coming to London, with a range of special events, classes and launches.

The company's vision for West Hampstead Square is to install high quality decor to create a modern feel, with a strong focus on community. The shop will consist of retail space for fabrics, yarns, crafts and haberdashery items, a classroom and a community table. We will also be looking to increase the number of staff to support our busy store.

Our current shop at Mill Lane is on a secondary street (Mill Lane Neighbourhood Centre), which means that the company is yet to fully capture the local market. Moving The Village Haberdashery to the larger floorspace of 131 sqm available at West Hampstead Square, which sits within West Hampstead Town Centre, will enable the company to offer a broader range of products, develop a more visible presence in the local community, and be more accessible to the public visiting West Hampstead.

The Village Haberdashery therefore fully supports the planning application to allow the use of part of the West Hampstead Square Block A first floor as its new and exciting shop. It will be a unique opportunity for our local independent business to continue to consolidate and grow in West Hampstead.

Yours sincerely,



**On behalf of The Village Haberdashery**