



To whom it may concern

***Re: Transport & Operation Statement for 258 Belsize Road.***

The aim of this statement is support the change of use application for 258 Belsize Road submitted on behalf Sanctum International Serviced Apartments.

Sanctum International Serviced Apartments operates out of 1 Greville Road, London NW6 5HA, consisting of 43 spacious luxury apartments with 1,2 and 3 bedroom apartments.

We have been trading successfully since 2006 and it is our intension to expand our business to 258 Belsize Road with a further 34 apartments creating a further 50 jobs in roles of; management, marketing, accounting, IT, housekeeping, security and maintenance.

The apartments at 258 Belsize Road, will respond the growing need for 1 and 2 bedroom apartments in the Kilburn area and will be fully furnished with self-catering facilities with well equipped kitchens in each apartment catering for the business and tourism markets as well as those seeking an extended stay for longer periods in London work, business, or study.

A 24hr reception and concierge service will be provided and the local economy and businesses will benefit from increased trade in the following sectors; laundry and dry cleaning companies, taxis, restaurants, cafes, supermarkets, hair and beauty salons, gym and health clubs.

***Serviced Apartments v Hotels***

Serviced apartments offer many modern amenities and facilities that Hotels do not. They are very economical allowing families to cater for themselves at their own convenience and according to their preferences and traditions using local supermarkets to purchase their groceries. (Aldi, Iceland, Sainsbury's & Tesco are a short walk away).

The rooms are more spacious than a typical hotel room, all apartments have separate private bedrooms, lounge and kitchen areas allowing families to stay together in the same suite in a cosy '*home away from home*' atmosphere.

Service apartments are able to operate at reduced cost than hotels offering guest better rates than hotels and are available for longer stays.



### ***Our clients***

The majority of our clients are from abroad visiting London for business, vacation or health treatments.

Due to the fact that we have a small – to medium size operation in terms of number of apartments, we can only cater for individuals and family groups rather than large groups which requires, the need for organised coach trips and parking facilities.

The majority of our visitors arrive by taxi or using public transport. Guests who arrive using their own or hired cars can park in our premise at Greville Road, where we have basement parking facilities. This facility will be extended to our clients at 258 if required, to take the pressure off the surround neighbourhood. From our 10 year experience this facility is hardly ever used.

However we have excellent access to good transport links, such as London Underground, Overground as well as frequent buses, we therefore expect and encourage our clients to make use of the available public transport where possible.

We work with 3 local taxi companies and with a 24hr reception and concierge service, our staff are on hand to provide assistance with loading and unloading, reducing waiting times and demand on the local parking spaces.

### ***Deliveries***

#### ***General deliveries***

General deliveries of consumables to 258 Belsize Road will be on fortnightly basis and will be timed and managed to reduce impact on the neighborhood and we also benefit from a rear access via Kilburn Place to further minimize the impact on Belsize Road at peak times.

#### ***Refuse***

Refuse removal (general and recyclable waste) will be via Kilburn Vale using a commercial contractor such as Onyx and is usually done 3 times a week Monday, Wednesday and Fridays and between the hours of 2 and 3pm.

#### ***Laundry***

As self-catering accommodation and all apartments come equipped with their own washer/driers, so most laundry will be undertaken by our client's themselves.

However, any other laundry such as a bedding and towels will be managed using local companies with timed pick-up and deliveries via Kilburn Place during non-peak periods to minimize impact on Belsize Road. This is usually done with a small minivan 5 days a week after 6:30 pm.

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Sanctum- trading name for Castle Trading Ltd



**Staff Travel**

The majority of our staff live locally and the ones who don't have always use public transport and we have also provided cycle storage for those who wish to cycle.



Michelle Moizis  
[Redacted]  
General Manager

14.09.16

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