

We wrote at the beginning of July objecting to this application and have looked at more documentation submitted. It is very late to address all the **misleading arguments made in the Updated Planning** doc written by Mark Handley but some clarification is essential.

Parking issues have been and are a problem for Iverson & Maygrove residents over a long time and the Saturday market is partly to blame. Saying people sleep-in on weekends does not resolve this. The suggestion that traders can use the O2 carpark or Cricklewood is unrealistic.

Although there no statistics either way, our evidence shows that the full forecourt is well-used as an entry and exit by many people walking to and from the station. Even more so at rush hours. The 90% quoted crossing Iverson directly opposite the station is incorrect. Many passengers walk up the open space and cross at the lights - tourists and again at rush hours. Even more prams and disabled walk down the forecourt to the station It would be worthwhile to do a pedestrian movement study before making these assertions.

There are very 'valid' reasons to refuse this bid for high-density commercial space on the grounds of unfair competition. Small permanent business premises and rate-payers have been damaged in West Hampstead due to over-development caused by intensification. A seven day all day offer including fifty percent takeaway hits all the cafe's, coffee shops and 2 small start-ups near the station. It will also effect the small new butcher and a mix of shops further up WE Lane - like the frozen takeaway food shop.

David Matthews is an original sponsor of the Saturday market and the MD of Dutch& Dutch - he also formed the Business Association which is barely operational. He is not well placed to comment on what is good for West Hampstead.

Commuters are rushing through the 'hub' to get to work or get back home. The suggestion that 'dwell-time' in the area will increase is straight PR.

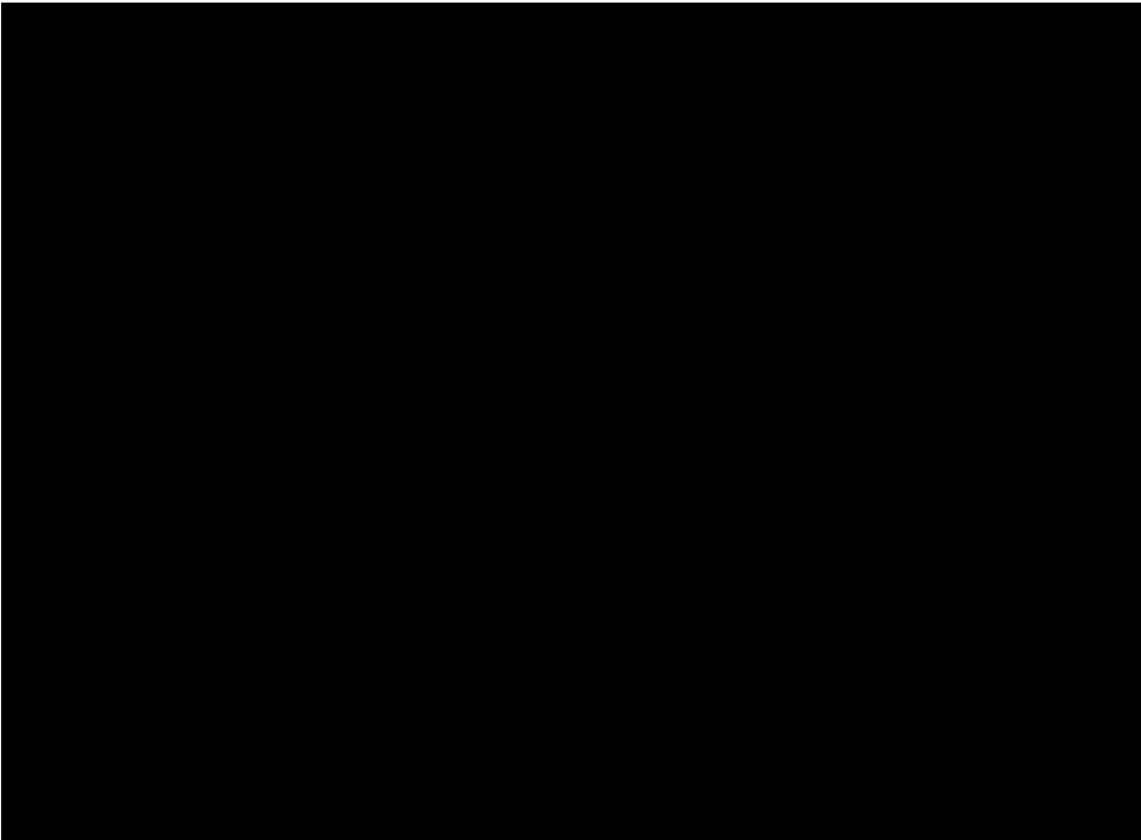
The start-up of 6.30am-7am disturbs neighbours and will clash with the beginning of the rush hour weekdays.

The potential contract between LFM and Network Rail Govia has not been revealed but it is remarkable that it includes the provision of light and water by the station. This is unheard of - we hope the conditions of contract will be made public.

We could go on as the Updated document is clearly written by someone who does not know the area and has not taken the time to understand how destructive this change of use would be to the fabric of WH.

Please reject this application as it stands.

Best wishes,
Community Resilience Committee



Dear Mr Diver,

Change of use – Thameslink Forecourt

I appreciate your advising that further documentation was (finally) provided by London Farmers Markets and inviting further comment from the community. Will this opportunity be circulated by email to those who commented earlier?

I know that change of use falls under the Planning Department protocol but this application is materially different from one for a built development which usually goes through detailed, interactive consultations and evaluation and I think there is a moral argument to be made here between financial/business and social/community interests which should be recognised.

There has been from the start of the marketing on the forecourt a lack of accountability: Previous efforts to discuss problems with Network Rail/Govia, LFM or even Camden concerning the private contract to use the forecourt were dismissed with the claim that it was ‘commercially sensitive’ and the community was not party to it.

I

f this
application

is granted without any time limit, agreed configuration or conditions of operation the residents and users of the interchange will be exposed to unmediated commercial exploitation.

There is real apprehension from the 'excluded' settled community (rather than visitors to the area or commuters) about the inaccurate information and rationale provided in the documentation of

this application which fail to reassure. No cost benefit assessment is available as to whether this is a suitable site for a full time market, or if the LFM organisation really have adequate personnel or experience to run it successfully as a full-time operation - see attached list of current (one day only in every case) markets run by LFM. Neither is there any specific or definite disclosure about the true number and types of stalls planned, rather references to 'impossible to determine' or predict and the vague description of 50% street food with 50% general market.

The inaccuracies and incorrect claims in the Updated Planning Statement only underline the fact that LFM is not in touch with West Hampstead and unaware of historic traffic issues in the nearby streets, the plight of small businesses here and cost/quality complaints about their existing Saturday offer. To expect a blank cheque to take over a public asset for an entirely profit-based operation over 80+ hours a week, without any agreed specifications, or input from the community

is

undemocratic and anti-social

. It will

damage goodwill alongside the access and amenity of real stakeholders. I am not against the Saturday market and visit it every week but I suggest that the following are important drawbacks in deciding how and when LFM can use 'our' last remaining

neighbourhood open space.

- allowing a private company virtual ownership of a public realm space without restriction or regulation
- the loss of an open , green walkway to intense non-stop trading activity
- giving control of the space to an unaccountable network which is unresponsive to community concerns
- damaging local amenity & environment (parking/increased traffic, noise and waste etc)
- reducing and obstructing the area intended for clear sightlines to station and free circulation of travellers (the volume entering and exiting West Hampstead Thameslink station has grown by 1 million in the past 5 years)

If the Camden MasterPlan promised a few years back had been done for the 'interchange' we might have greater protection against this land-grab. As it is we are relying on your good sense.

Many Thanks
for considering these points.

Brigid Shaughnessy

LONDON FARMERS' MARKETS

MARKET	TIMES	HOURS	LOCATION
Balham	Saturday 9 - 1	4	School yard
Blackheath	Sunday 10 - 2	4	Station car park
Bloomsbury	Thursday 9 - 2	5	Torrington Square
Ealing	Saturday 9 - 1	4	Leeland Road – road / pavement
Earls Court	Sunday 10 - 2	4	School yard
Islington	Sunday 10 - 2	4	Chapel Market – between 2 streets
London Bridge	Tuesday 9 - 2	5	King's College – Guy's Campus
Marylebone	Sunday 10 - 2	4	Car Park
Notting Hill	Saturday 9 - 1	4	Car Park
Parliament Hill	Saturday 10 - 2	4	Hampstead Heath
Parson's Green	Sunday 10 - 2	4	School yard
Pimlico Road	Saturday 9 - 1	4	Orange Square
Queen's Park	Sunday 10 - 2	4	School yard
Ransome's Dock	Saturday 10 - 2	4	Restaurant Yard
South Kensington	Saturday 9 - 2	5	Bute Street
South Kensington	Tuesday 9 - 2	5	Imperial College
Swiss Cottage	Wednesday 10 - 3	5	Eton Avenue
Teddington	Sunday 10 - 2	4	School Yard (from 10.9.17)
Twickenham	Saturday 9 - 1	4	Car Park
Walthamstow	Sunday 10 - 2	4	Town Square in shopping centre
West Hampstead	Saturday 10 - 2	4	Station Forecourt
West Hill	Sunday 10 - 2	4	School yard
Wimbledon	Saturday 9 - 1	4	School yard