

In the matter of

APPLICATION FOR A LAWFUL DEVELOPMENT CERTIFICATE FOR A PROPOSED USE OR
DEVELOPMENT.

TOWN AND COUNTRY PLANNING ACT 1990: SECTION 192, AS AMENDED

BY SECTION 10 OF THE PLANNING AND COMPENSATION ACT 1991.

TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (ENGLAND)
ORDER 2015

And in the Matter of

USE OF UNIT EY10, COAL DROPS YARD, FOR RETAIL PURPOSES (CLASS A1)

at

COAL DROPS YARD, STABLE STREET, LONDON N1C 4AB

STATUTORY DECLARATION

I, Stacey Sue, Chief Financial Officer at FaceGym Ltd of 25 Maddox Street, London, W1S 2QN,
solemnly and sincerely declare as follows:

1. I have been employed as Chief Financial Officer of FaceGym since 25th October 2017.
I was previously Financial Director at two other high end retail fashion brands from
2007 to 2012 and 2012 to 2017.
2. FaceGym is a skincare brand that aims to position itself as the leader in the athleisure
cosmetic category focussed on facial fitness. The company retails products that
support their customers' aim to achieve a naturally youthful look, such as facial
massage tools, as well as their own and third party skincare and cosmetic products.
3. In addition to extensive retail displays, FaceGym's retail offer includes customer 'test
and play' and 'retailtainment' – the latter term referring to fun activities in the store
that are a form of marketing to attract shoppers and increase product sales. They seek

to influence the purchasing decisions of shoppers and enable the retailer to connect effectively with purchasers of their retail products.

4. FaceGym's service offer comprises facial workouts which involves non-invasive, but robust massage of the face and or neck area only. This involves the use of professional beauty equipment (such as Radio Frequency), plus hand tools as well as hands only techniques. Workouts are typically for 30 to 50 minutes though sometimes for up to 90 minutes' duration.
5. Such workouts are booked by appointment though can be offered to walking in customers if there is available seating. The shop's large seats are used for facial workouts but are also there for 'test and play' and 'retailtainment' purposes, as staff demonstration and application of products is a crucial part of the retail offer.
6. FaceGym is currently working on a skincare product range that will be used during facial workouts. The use of these products and equipment, such as face balls and probes, are deployed with the specific aim of introducing them to customers and encouraging their purchase in store.
7. In the context of the greater awareness and importance that consumers now attach to the products they buy and consume, FaceGym's treatment activities are also educational. They are therefore a tool to encourage shopping customers into the store and make informed purchases of our retail products.
8. FaceGym have agreed terms to enter a lease for Unit EY10 with the owner developers of Coal Drops Yard, KCC Nominee 1 (Coal Drops) Limited and KCC Nominee 2 (Coal Drops) Limited.
9. The proposed layout plan at Annexe 1, shows how Unit EY10 will be used by FaceGym.
10. There will be a shopfront retail display and further substantial retail displays throughout the store.

11. The till point provides a checkout area which also serves as a reception. Incorporated within it is a retail display and a gift-wrapping station for personalised wrapping and decoration of retail products that are to be bought as gifts.
12. A large retail counter enables the provision of personalised retail service and customisation of products. The nature of cosmetic purchases is that they include already packaged items or mixing of products to meet customers specific purchase requirements.
13. In the self-service workout area, customers will be introduced to products and techniques by staff (known as trainers) and or through on-screen presentations and instructions where they can try out and apply products to themselves.
14. At the full service workout area, comprising four chairs, trainers will be solely responsible for service treatments. Here, customers can have their retail purchases applied as facial workouts.
15. In terms of store turnover, FaceGym anticipate that the proportion of service treatment to retail sales will likely be from 70/30 to 60/40.
16. A toilet for staff and customer use is to be provided at the rear of the store.

AND I make this solemn declaration conscientiously believing the same to be true and by virtue of the Statutory Declaration Act 1835.

Declared by Stacey Sue

Signed:

[Redacted Signature]

at (insert address)

[Redacted Address]

this 9 day of August 2018

Signed:

[Redacted Signature]

Before me (insert name in BLOCK)

(Signature of person before whom declaration is made)

A commissioner for oaths or A solicitor empowered to administer oaths

KEYSTONE LAW

48 Chancery Lane, London
WC2A 1JF Tel: 020 3319 3700
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Annexe 1

FaceGym, Unit EY10, Coal Drops Yard, London N1

Proposed Layout Plan

AND I make this solemn declaration conscientiously believing the same to be true and by virtue of the Statutory Declaration Act 1835.

Declared by Stacey Sue

Signed: [REDACTED]

at (insert address) [REDACTED]

this ⁰¹..... day of August 2018

Signed: [REDACTED]

Before me (insert name in BLOCK) ... [REDACTED]

(Signature of person before whom declaration is made)

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