AG/JSA/Shiakallis/Goodgestreet/211219

Josh Lawlor

Planning Solutions Team

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By email: [Josh.Lawlor@camden.gov.uk](mailto:Josh.Lawlor@camden.gov.uk)

Dear Josh,

**BASEMENT, 23 GOODGE STREET, LONDON, W1T 2PL – MARKETING**

We act for the landlord (Paninvest (London) LLP) of the above property where I understand a marketing report is required to assist in the submission for change of use from retail (A1) to Sui Generis (Your Ref: 2019/5816/PRE) by Micky Malani of Body Canvas.

**BACKGROUND:**

The previous tenants were ‘Finatran Limited’ who traded under A1 selling books and other products for several years. More recently however they had started selling sex products illegally and without licence. We reported this to your colleague’s Julia Peterson and David Curtis in January 2018 (see attached email correspondence).

The property became vacant on **Tuesday 16th April** when the Finatran Limited’s lease was forfeited by peaceable re-entry. We were subsequently instructed by our client to commence formal marketing.

**MARKETING:**

Our marketing included the following:

* **MARKETING PARTICULARS:** Production of marketing particulars for circulation (see attached pdf).
* **MARKETING BOARD:** Erection of marketing board outside the property to ensure the property is visible to passing occupiers.
* **CIRCULATION OF MARKETING PARTICULARS:** Particulars are circulated multiple times via Perfect Information Property (PIP) to all London based retail/leisure agents.
* **LISTING ONLINE:** We upload the particulars, so they are widely visible on Zoopla, Rightmove Commercial, Shopproperty and Co-Star therefore property is widely available to all interested parties via a Google Search.

The above campaign was aimed at covering all interested retailers/occupiers (local, national or international) whether they choose to search on foot, via an agent/advisor or via the internet.

Please note that the marketing campaign above is still ongoing and the property will remain on the open market until the planning application for change of use from A1 to Sui Generis is decided.

**INTEREST AND VIEWINGS:**

Following initial marketing we had a handful of interested parties and organised viewings for the following:

* 13th September 2019 – Micky Malani of Body Canvas (Sui Generis Use) – have made an offer on the premises ‘subject to planning.’
* 13th September 2019 - Lisa and Li Ngyun of Modern Nails and Beauty (Sui Generis Use) – made an offer on the premises however subsequently withdraw as decided a ground floor retail unit was preferable.
* 2nd October 2019 – Oliver Scholte of Oliver Stephens Hair (A1 Use) – decided the basement was too dark to be suitable for customers.

Please note we receive regular enquiries interested in the premises by parties who believe the property is ground floor (rather than basement), however none has taken interest forwards beyond an email/telephone call.

**CONCLUSION:**

We have been actively marketing the property since it became vacant in April 2019 and continue to do so. Whilst we receive plenty of interest it is clear from the feedback, that the property is unsuited to traditional A1 retailers who rely on a visible shopfront at ground floor level and good natural light.

Please note that in addition to the above the proposed applicant ‘Body Canvas’ (see attached profile) will be a considerable improvement on the previous tenant who were selling sex products illegally and of course will be a better option compared to the property remaining vacant.

In conclusion we believe granting change of use to Sui Generis would be a sensible option to open the property up to a user that would compliment the Goodge Street retail and leisure scene.

I trust the above marketing report is enough for your purposes however if you have any questions or require more information please don’t hesitate to contact me,

Sincerely

Jamie Stirling-Aird MRICS

Director  
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