

Councillor Heather Johnson,
Chair of the Planning Committee
Camden Council
Crowndale Centre
218 Eversholt Street
London
NW1 1BD

31 July 2020

Dear Councillor Johnson,

Re: Deliveroo Editions, Swiss Cottage (Application number 2020/2367/P)

Dishoom will launch a delivery-only restaurant next week (w/c 27/07) working out of the Deliveroo Editions site at the back of 115-119 Finchley Road.

As you know, Deliveroo is currently applying for permanent planning permission for this site. We are writing in support of that application.

We are proud that the Swiss Cottage Editions site will enable us to serve our food to the local community in Camden. With dine-in returning, the Swiss Cottage Editions site is a great way for us to continue to serve our customers through the delivery channel - something we cannot do safely from our brick & mortar site.

We welcome the fact that the site has enabled us to bring jobs to the local area. This includes both our own hard working and dedicated kitchen staff, and hundreds of self-employed food delivery riders for whom the site has meant better earnings and more opportunities. Independent analysis by Capital Economics has shown that the site directly supports 47 jobs in Camden that are dependent on its continued operation, in addition to the riders who choose to accept orders from the site on a regular basis.

A decision to close the site would have a major detrimental impact on our business and to the staff who will work at the site. This concern is particularly severe at a time when, as a result of the COVID-19 crisis, the restaurant sector as a whole is continuing to face significant challenges, in particular to dine-in restaurants. The crisis has highlighted how important delivery-only kitchens, like the Swiss Cottage Editions are to the UK restaurant industry both now and in the future.

Since the site opened in 2017 Deliveroo has worked to improve its operation, with noticeable benefits to the local community. Most significantly, the decision to limit the site to delivery riders using bicycles and e-bikes, to the exclusion of mopeds, has had a noticeable impact on both noise and congestion at the site. This is a situation that does not exist at any other Editions site in the world and is a testament to the importance Deliveroo has placed in listening to and working with both local residents and the Council.

We believe that Swiss Cottage Editions is a real benefit to the area and urge the Council to grant the planning permission requested, allowing us to continue to bring jobs, opportunities and great food to local residents in Camden.

Yours sincerely,

Kavi Thakrar
Co-Founder, Dishoom