HAWLEY WHARF

Marketing Report

This report has been prepared to accompany a Section 73 application in respect of the Hawley Wharf redevelopment. The proposals result in changes to the approved commercial and retail floorspace and accordingly a marketing report has been provided to substantiate the need for these changes.

1. Summary of the approved accommodation within the Hawley Wharf development

The Hawley Wharf development comprises circa 54,000 sqm of newly developed space including circa 5,500sq m of flexible workspace, circa 200 residential units and circa 150 new retail and F&B units.

The planning obligations associated with the spaces to be delivered and approximate breakdown of floor areas across the commercial elements of the site is set out below:

a. Local Retail

Local retail floorspace is located within Building C1 fronting Castlehaven Road and the local space. The requirement is to provide 307sqm (GEA) of retail floorspace in perpetuity, which serves the retailing needs of the local community.

The s106 agreement requires that **“the Owner shall use Reasonable Endeavours to market the Local Retail Area with the objective of ensuring that the Local Retail Area is Occupied for Primary Local Retail within 9 months of the commencement of marketing of the Local Retail Area PROVIDE THAT if the Owner is unable to let the Local Retail Area in accordance with this paragraph 4 and PROVIDED THAT evidence is submitted to the Council showing that the Owner used Reasonable Endeavours for no less than 9 months to market the Local Retail Area in accordance with this paragraph 3, the Owner may thereafter market the Local Retail Area for Secondary Local Retail instead”.**

The definitions of primary and secondary retail are as follows:

Primary Local Retail – **“retailing facilities to provide one or more of the following services: a baker, butcher, fishmonger, delicatessen, grocer, or other such food-related retail uses to meet the needs of the local community proposed by the Owner after consultation with the local community and approved by the Council”.**

Secondary Local Retail – **“retailing facilities to provide one or more of the following services: dry cleaner, shoe repair shop, florist or other such retail uses to meet the needs of the local community proposed by the Owner after consultation with the local community and approved by the Council”.**

The local retail must be retained in perpetuity as local retail and cannot be occupied for anything other than local retail. The Owner may (but is not obliged to) offer discounted rents or a contribution towards fit out costs to any tenant of the local retail area.

The local retail comprises of three units with the following NIAs.

C1-1	153 sqm
C1-2	109 sq m
C2-2	55 sq m

b. Building A0 – Chalk Farm Road Building

The building fronting Chalk Farm Road is also known as Building A0. The building has a retail (Class A1) use. The s106 agreement states that **“the Chalk Farm Road Building shall be provided and thereafter maintained as four separate units at ground level. The floors above and below ground may be occupied as part of the same demise as any ground floor unit PROVIDED THAT no floor of the Chalk Farm Road Building shall be occupied by a single business only”.** These units are the only retail units within the scheme which are permitted to exceed 100 sq m.

c. Viaduct Arches

The viaduct arches are the series of Class A1 / A3 and/or A5 units that run through the centre of the site. The s106 agreement makes the provision that no viaduct unit shall be occupied by a current occupier of another viaduct unit.

The refurbished arches, range from 22sqm to 105 sq m with the largest designated A1 retail unit, S9, being 97 sq m.

d. Buildings A1 and A2 (Upper and Lower Lock)

Buildings A1 and A2 are also known as the Upper and Lower Lock, as well as the "market development" or "market units". The permitted land use for the "market development" is primarily Class A1 with some Class A3 and/or Class A5. All Class A5 uses must be located within the A5 zone. The requirement is the s106 agreement is for the owner **to "attract traders and retailers who offer a broad range of goods and services and in particular to encourage people and independent businesses selling artisanal products and goods".** Buildings A1 and A2 were designed to **"enable a range of uses sizes for tenants. The unit sizes will range in size between 15sqm and 100sqm".**

The s106 agreement goes on to state that **"unless otherwise agreed by the Council:**

a) **At least 60% of the Market units shall be no more than 50sqm in size (net internal area);**
b) **No more than 40% of the Market Units shall be more than 50sqm in size (net internal area);**
c) **No Market Unit shall have an area greater than 100sqm (net internal area)".**

The breakdown of unit sizes across Buildings A1 and A2 – the Upper and Lower Lock, are as follows:

Up to 6 sqm:	3 units
6.01 – 8 sqm	5 units
8.01– 10 sqm:	7 units
10.01 – 20 sqm	26 units
20.01 – 30 sq m	9 units
30.01 – 40 sqm:	8 units
40.01 – 50 sqm:	6 units
50.01 – 60 sqm:	1 unit

The s106 agreement also seeks to restrict the types of occupiers, as follows:

"Unless otherwise agreed by the Council:

(a) The A1 Units shall not be Occupied by a business who on first Occupation of the Market Development has more than 5 similar retail outlets in the London Borough of Camden or more than 10 similar retail outlets in Greater London or is a franchise or affiliate of a business that has more than 5 similar retail outlets in the London Borough of Camden or more than 10 similar retail outlets in Greater London.

(b) The A3/A5 Units shall not be Occupied by a business who on first Occupation of the Market Development has more than 5 similar outlets in the London Borough of Camden or more than 20 similar outlets in Greater London or is a franchise or affiliate of a business that has more than 5 similar outlets in the London Borough of Camden or more than 20 similar outlets in Greater London".

e. Northern Arches

The northern arches were granted planning permission for a light industrial use (Class B1c). There is a requirement in the S106 agreement for the Owner to **"use Reasonable Endeavours to market the Northern Arches and Flexible Space with the objective of ensuring that the Northern Arches and Flexible Space are occupied by food and/or beverage related tenants within the approved use classes within 9 months of the commencement of marketing of the Northern Arches and Flexible Space respectively PROVIDED THAT if the Owner is unable to let all of part of the Northern Arches and Flexible Space in accordance with this paragraph and PROVIDED THAT evidence is submitted to the Council showing that the Owner used Reasonable Endeavours for no less than 9 months to market such part of the Northern Arches and Flexible Space in accordance with this paragraph 5, the Owner may thereafter market those units more widely".**

2. Macro view of the wider retail sector, challenges and structural shifts

a. Macro

The retail sector is undergoing unprecedented structural change at present. The advent of online retail is the key cause of the shift in retailing patterns.

Initially, the uptake in online sales was viewed as terminal for the retailer sector but, in recent years, as the understanding of how retail and bricks and mortar retail can co-exist, and indeed, must co-exist for a retailer to deliver a strong performing, multi-channel business, the role of the physical store has evolved.

Physical stores are now perceived as an opportunity for brands to deliver an experiential, brand showroom, showcasing either specific product, entire product ranges, or simply a physical embodiment of a brand, where in some cases no product is retailed at all.

Retailers are therefore not simply looking to retail stores as a method of selling product into market places, they need to be strategically aligned with the specific purpose of the physical presence.

It is easier to consider this in the context of the more focussed, London market.

b. London

Ultimately, the key impact of online retailing is that retail occupiers require fewer stores in 2019 than were needed in 2009 to penetrate the same percentage of population. This was originally a fact that impacted regional high streets and shopping centres but in recent years has become a factor within central London.

10 years ago, one would expect to see brands taking up to 5 central London stores across prime “high street” locations – Regent Street, Oxford St, Kings Road, Covent Garden, Soho. They would then be present in suburban London “village” locations – Marylebone High Street, Richmond, Upper Street, Camden, Redchurch Street, South Molton Street, Northcote Road, Hampstead etc plus then perhaps a City of London or Canary Wharf store.

Most retailers would have viewed London as having the capacity for up to 20 stores.

Brands now take a very different view. Instead of mass representation, they are paring back their store portfolios and, in most instances, will consider a single flagship store with two or three other sites. We are therefore seeing greater competition between London locations to secure these brands.

This is not representative of the entire retail market and would not apply to mass market or convenience brands, but it is certainly the case for new entrant, high quality brands, who do not intend to pursue a large portfolio of stores.

c. Camden

Although benefitting from undoubted tourist footfall and an increased office population, Camden has failed to emerge as a retailing destination of choice for brands looking to enter London or expand.

The fragmented ownership of Camden High Street’s retail makes it difficult to curate and the overwhelming duplication of tourist shops is off-putting to premium brands who might otherwise benefit from the tourist numbers and the strong demographic in the wider borough, who are put off by the lack of choice and decide to shop elsewhere.

The majority of multiple brands and convenience occupiers have focussed on the area of Camden High Street that is closer to the Station, and premium occupiers and independents prefer the more local feel of Parkway.

The competition from other retailing centres in London coupled with brands’ requirements for fewer sites has further dampened demand for Camden Town Centre.

3. Marketing approach

Since the commencement of Colliers involvement as leasing agents in August 2018, a targeted marketing approach had been undertaken.

Existing retail locations across central London with either synergies to Camden of a strong presence of independent brands have been reviewed and an initial target tenant mix strategy document was prepared.

Initial discussions were held with these occupiers culminating in live dialogues with 165 occupiers.

More recently, the scheme has been launched to the wider market and we have engaged with active agents across the central London market.

Coupled with the agents' attendance at the MAPIC retail conference and a targeted approach to international brands means that Hawley Wharf has had significant exposure not only in the London market, but also the wider European and International market.

Our marketing to date has culminated in feedback from occupiers as set out in the table at Appendix A.

a. Local Retail

Colliers have been undertaking a comprehensive targeted marketing campaign to occupiers identified through a study of London "village" locations including but limited to St Johns Wood, Islington, Hampstead, Stoke Newington, Hackney, Northcote Road and Peckham. This process was carried out in conjunction with a marketing campaign to the wider market, specifically identifying the local retail pitch. Marketing commenced in August 2018.

In addition to this, Colliers reviewed established artisan markets across London to identify potential target occupiers with the aspiration of finding a Primary Local Retail (in accordance with s106 agreement definition) operator. However, as can be seen from the table at Appendix C, there has been very little interest in the occupation of the units for Primary Local Retail. Occupiers within the local retail categories prefer a vibrant trading environment with a critical mass of complementary occupiers. They tend to focus on more traditional London "suburban village" locations. A more obvious, affluent local catchment demographic is also sought, as is immediate proximity to transport links. Artisan market traders by their very nature prefer the flexibility of being able to gain representation at different markets and food events rather than committing to a specific location on a longer-term lease basis. Notwithstanding this, terms have now been agreed with a local, north London based, family owned butcher concept.

The Owner has used reasonable endeavours, for a period of in excess of 9 months, to seek Primary Retail tenants for the Local Retail units, however, this has not been possible. Accordingly, since March 2019, the local retail has been marketed for Secondary Local Retail (in accordance with s106 agreement definition) as well as more widely to try and encourage some offers on the units.

In addition to the butcher, terms have now been agreed with a high-quality independent hair and beauty salon and Colliers are in advanced discussions with an established, eco-friendly dry-cleaning concept. These will be discussed and presented to the CLG at the next meeting.

b. Building A0

Alongside traditional marketing campaigns and daily conversations with agents in the central London retail market, Colliers have monitored new openings across major European and International retail hubs for brands who as yet do not have representation in London. Colliers have then made direct approaches to these brands to encourage them to consider a store in Camden.

Colliers have also attended trade shows in addition to MAPIC including Pitti & Maison D'Objets to identify additional new entrant brands.

Terms have yet to be agreed on these stores although there are negotiations ongoing with a combination of established and new entrant occupiers.

c. Viaduct Arches

In tandem with a wider marketing campaign, dedicated to the arches, Colliers identified specific target occupies that, at their stage of evolution, may benefit from a production element within their operation. These were focussed on younger, start up, independent brands but did not exclude more established occupiers.
Colliers also explored other more established Viaduct Arch locations across London and southern England to identify additional prospective tenants.

In addition to this, Colliers wider global business was engaged to identify international occupiers.

At present we have not yet agreed terms for any of the viaduct arches. We are hoping that the amendments to Buildings A1 and A2 will encourage lettings here which will make the viaduct arches more attractive to incoming tenants.

d. Buildings A1 and A2

Colliers have been marketing Buildings A1 and A2 for a mix of Class A1, A3 and A5 uses in accordance with the requirements of the s106 agreement since August 2018.

Of the brands we have had discussions with, we have had no interest in the basement space from Class A1, A3 or A5 operators. There is poor visibility of the retail space in the basement with only limited sight lines through the vertical circulation voids. The space has no natural light and no additional access other than from the lower ground floor. This is a very challenging space for retailers. It is considered likely that the retention of this space for retail use, unless heavily discounted rents are applied, would result in a vacant floor within the market building and would impact on the feel and attractiveness to other occupiers of the rest of the building.

Retailers were primarily interested in the spaces within the Upper Lock (Building A2) at Ground and Upper Ground Floors and as greater size within the 75-125 sq m size range.

With regard to the wider leasing of Building A1 and A2, the lower ground floor of Lower Lock (Building A1) presents challenges in terms of the lack of natural light but primarily, the small nature on the majority of units.

On the Upper Ground Floor of the Upper Lock building, where there is a mix of F&B and A1 Retail uses, concern has been expressed, particularly by Apparel brands, of the risk of smells from the food uses and the impact on clothing product given the open nature of the shop fronts. Although there is adequate extract, this has had a limiting effect on the depth of occupier discussions for these spaces.

e. Northern Arches

In accordance with the requirement of the s106 agreement, Colliers have been marketing the Northern Arches for food and beverage related light industrial (Class B1c) type occupiers since November 2018.

Colliers have undertaken a comprehensive marketing campaign direct to F&B operators across London targeting them specifically for these opportunities with the distinct aim of encouraging a production concept. This is summarised in the table at Appendix B.
Colliers approached nearly 200 occupiers and have undertaken in excess of 50 viewings in the last 12 months.

In London at present, there are an oversupply of light industrial arches offering an opportunity for producers to occupy large scale space on relatively affordable rents. Occupiers of such units include the likes of furniture restorers, jewellers, light metal workers etc.

Occupiers for this type of space generally do not require prime retailing locations and are sensitive on rents. They make products in locations with cheaper occupational overheads and then either sell online or in more flexible, temporary market environments.

Furthermore, the acquisition of the Network Rail portfolio of railway arches by the Telereal/Blackstone consortium and the increased activity of The Arch Group has added to the supply of curated arch locations, adding to the options available to target occupiers**.**

4. Proposals to Achieve Lettings

Due to the challenges that we have faced in letting spaces within Buildings A1 and A2, as set out above, we are proposing the following amendments in seeking to achieve lettings within these buildings:

a. 5/10 change to 5/20 rule

The reasoning behind the current restriction on the A1 units, that brands should not have more than 5 sites in Camden or 10 sites in Greater London is understood. However, we feel that there are a number of high-quality brands that would consider locating in this part of Camden and be a positive addition to the tenant line up, in keeping with Camden's heritage, which although falling outside of this rule but do not have more than 20 stores in London and would not be perceived as multiples. These types of occupiers are also considered to be aligned in terms of tenant mix within the wider scheme and the context of Camden as a retailing location. We would also actively encourage these brands to deliver new concepts which would set their Camden stores apart from their wider London portfolios.

Brands which we would bracket as such would include but are not limited to:

- Aesop
- Sweaty Betty
- Oliver Bonas
- Lush – Vegan concept
- L'Occitane
- Whistles
- Maje
- Paperchase
- Scribbler
- Keihls
- Rituals
- Lulu Lemon
- Paul Smith
- Space NK
- Levis
- Muji

The above list is not exhaustive but does demonstrate that there are high quality brands with between 10 and 20 stores that would be a beneficial addition to the retail offering within Camden.

Accordingly, we would request that Camden consider a relaxation in the s106 agreement wording from 5 in Camden and 10 in Greater London to 5 in Camden 20 in Greater London.

b. Delivering an increased proportion of 100sqm plus units in Buildings A1 and A2

One of the principle changes within the London retail market is that as brands take fewer stores, they are generally taking larger stores. This delivers them an opportunity to showcase a wider range of product in a physical trading environment and enables them to consolidate provision across London.

There are also certain sectors within the retail market which require larger retail units from an operational perspective, either due to store layout or trading restrictions. Footwear brands for example generally have a greater need for ancillary space to store their products.

The restriction on size of units within Buildings A1 and A2 limits the target market to brands selling either small products, showcasing a single line or product, or forces occupiers to incorporate an increased digital element to their store concept which may be cost prohibitive for independent, start-up retailers.

We would envisage three larger units of up to 200sqm within Buildings A1 and A2.

Occupiers from which we have had positive feedback on the scheme but have not progressed with an offer due to the size of units include:

- North Face
- Patagonia
- Timberland
- Anthropologie
- Uniqlo

c. Loss of market retail (Class A1) within the basement of Building A1 and use for light industrial (Class B1c)

As set out above, Colliers have marketed the Northern Arches for in excess of 9 months for food and beverage related light industrial (Class B1c), without success. Accordingly, it is considered that the owner can now market the units more widely in accordance with the requirements of the s106 agreement.

Ten87, a music production company and studio space provider, are interested in taking some of the light industrial (Class B1c) floorspace within the development. In order to work operationally, they require a larger space than the Northern Arches provide and are interested in occupying the basement of Building A1. This would result in the loss of the market retail (Class A1) from the basement of Building A1. However, this is considered justified for the reasons set out above and summarised below for the avoidance of doubt:

- The retail market is struggling both at a UK, London wide and local level and structural changes are happening
- Basement of Building A1 has received no interest from retailers
- Basement of Building A1 is unlikely to be a successful location for retailing due to a lack of visibility or connectivity with the floors above
- The provision of a studio space provider within this location will result in a mix of uses being provided within the building which will help with footfall through the market building and the ability for greater success in lettings within the remainder of the building which have so far been challenging
- The provision of creative studio space will deliver an additional all-day worker population, the demographic of which will assist in the leasing of the other retail spaces within A1 to complementary brands.

d. Delivering an increased proportion of 100sqm plus units in Buildings A1 and A2

As set out above, Colliers have marketed the Local Retail for in excess of 9 months for Primary Local Retail, and other than the letting to the butcher, this has been without success. Accordingly, it is considered that the owner can now market the units for Secondary Local Retail in accordance with the requirements of the s106 agreement.

Terms have been agreed for the use of two of the units for dry-cleaning and as a hairdresser which we trust is acceptable on the basis of the above.

Conclusion

This report summarises the planning obligations associated with various commercial and retail floorspace within the Hawley Wharf development. The report then goes on to summarise the retail market UK wide, at a London level, and more locally at a Camden level. The report summarises the marketing approach that has been undertaken in respect of the development and the challenges that have been faced. Finally, the report sets out the proposed amendments to the scheme / s106 agreement seeking to enable a successful letting of the development and spaces within it.

APPENDIX A

(i) Retail Marketing discussions

Brand	USE	Type	Location	Comment
Teds Grooming	A1	Grooming	Building A1	Viewed Aug 2018 and again in March 2019. Requirement on hold whilst they have completed on current units
Samsoe & Samsoe	A1	Fashion	Viaduct Arch or Building A2	Ongoing discussions following an initial tour in Aug 2018. Recently opened Soho. Appraising trade before committing to further sites.
Neon Sheep	A1	Accessories/Stationary/ Gifts	Building A1	Initial viewing Aug 2018. In conversation with acquisition manager. May consider Upper Lock unit but need 150 sq m – ongoing.
Oliver Bonas	A1	Lifestyle	Building A0 or A1	New format is larger 200 sq m plus.
Instax by Fuji	A1	Photography	Viaduct Arch	Approached for concept store 18.08 - Only looking to do Pop up. Opened Flagship Long Acre
Malin & Goetz	A1	Cosmetics	Viaduct Arch	London requirement but need to secure site in the City before looking at other locations. Ongoing discussion
Cubitts	A1	Eyewear	Viaduct Arch	Initial discussion 18.08. Camden is not of interest - too close to Kings Cross which is top performer.
Find Usual	A1	Streetwear	Building A1	Targeted Aug 2018. Not of interest. No planned physical store.
Bam Brows	A1	Beauty/service	Building A2	Discussion Aug 2018. Confirmed Camden is not of interest. Want to remain in East London
Uniqlo	A1	Fashion	Building A0	Aug 2018. Discussion with Uniqlo about concept store. May consider store of between 500 – 1,000 sq m.
Carousel	A1	Premium brand sample space	Building A2	Aug 2018. Currently focusing on opening an addition W1 Location.
Elf Cosmetics	A1	Beauty	Building A2	Aug 2018. Initial discussion but no requirement for physical store.
T4U	A1	Tea Retailer	Building A1	Aug 2018. Camden is not of interest – looking at City of London.
Oakley	A1	Eyewear/Athleisure	Building A0	Sep 2018. Opportunity under review. Part of Luxottica Group (same as Ray-Ban) and unlikely to proceed until pitch is proven.

Puma	A1	Activewear	Viaduct Arch	No London requirement at present for additional space
Allbirds	A1	Footwear	Building A0	Sep 2018. Priority is to secure Marylebone first and potential Covent Garden relocation before looking elsewhere but Camden could be good fit. 100 sq m minimum sales plus back of house.
Frame Denim	A1	Denim	Building A0	Sep 2018. Looking for a flagship space. Need 300 sq m but CFR rents may be prohibitive.
Dylans Candy	A1	Confectionary	Building A0	Sept 2018. Need 4-500 sq m minimum
Huawei	A1	Electronics	Building A0	Need 2,000 sq m for London flagship. Plans delayed due to google restrictions
Shore Projects	A1	Watch	Building A1	Sep 2018. Not considering London for time being. To review.
Sacred Gold	A1	Tattoo and Piercing	Building A2	Oct 2018. Agreed terms on a SoHo space. To monitor for future acquisitions. Tattoo and piercing parlour (high end) - in Coal Drops Yard and Notting Hill - offered. Want to be in an arch which we didn't think was suitable. Suggesting first floor A0 only.
Alfie Douglas / Rawstock	A1	Accessories	Building A2	Have 2 concepts and do like Camden. Rejected for time being. Closing Shoreditch to focus on online
Planet Organic	A1	Health food grocery	Building A0	Oct 2018. May consider upper or lower lock but requirement is for 350 sq m
Patagonia	A1	Fashion	Building A0	Nov 2018. Need 300 sq m ideally on single floor. Have a store in Manchester which is over 3 levels and has operational issues. May consider Upper Lock unit if size can be delivered.
Helly Hansen	A1	Clothing	Building A0	Requirement is for 200 sq m
Uppercut Delux	A1	Grooming	Building A1	Wholesale only
Rains	A1	Fashion	Viaduct Arch	Store size is 100 sq m including sales and back of house. Have just opened Seven Dials and already trade in Islington and Kings Cross

Air & Grace	A1	Trainers	Building A2	Focusing online growth
Provisions	A1	Wine and Cheese	Building A1	Interested in the location and agent coming back. Feel Camden is not the right atmosphere for their offer.
Adidas	A1	Ath lesiure	Building A0	Nov 2018. Under offer on London flagship project but have strategy for new neighbourhood stores with fitness spaces. Arranging meeting with them to review Camden project. which will be the focus after new site is completed. Still reviewing opportunity and to confirm interest.
URBAN REVIVO	A1	Clothing	Building A0	Dec 2018. Need min 1000 sq m and looking in established prime trading locations
Under Armour	A1	Sportswear	Building A0	Dec 2018. Need min 300 sq m. Will not consider concept store until more names are secured
Sonos	A1	Soundsystem	Building A1	Just closed Covent garden store. Bricks and mortar not a focus for 2019 – may revisit 2020. Min store size 150 sq m
Ecco	A1	Shoes	Building A1	Need 150 sq m minimum. Camden may be a focus for 2020
House of Vans	A1	Footwear/Skate park	Viaduct Arch	Confirmed they are not looking for further opportunities in London
Spotify	A1	Music concept	Building A1	Introduction made. Opened pop up in NYC. Interested in potential for concept store.
Lululemon	A1	Activewear	Building A0	May consider upper or lower lock but requirement is for 200 sq m plus to be able to include café and studio
World of Zing	A1	Food	Building A1	REJECTED - want to focus on other things before opening a bar concept
Ole & Steen	A1	Coffee + Pastries	Building A2	Want to focus on busier office location in the West End/City for 2020
Levi's (concept)	A1	Fashion	Building A0 or Building A1	Revisiting. Requirement would be for 200 sq m

Whistle Punk	A1	Axe Throwing Concept	Basement Building C	Camden not a priority
Obey	A1	Streetwear	Building A1	Potential requirement for London – 100 sq m
Sweaty Betty	A1	Ath leisure	Building A1 or Building A2	Size requirement is 200 – 300 sq m
Supreme	A1	Streetwear	Building A1	No requirement for additional London store.
Temple Cycles	A1	Bikes	Building A2	Feb 2019. Would require 200 sq m and can't afford Chalk Farm Road
Aesop	A1	Cosmetics	Building A1	Feb 2019. Trade in CDY but targeting for Upper Lock
S'well	A1	Sustainable Bottles	Building A1	Targeting for internal Upper Lock building
Chilly's Bottle	A1	Sustainable Bottles	Building A1	Feb 2019. Targeting for internal Upper Lock building
Loake	A1	Mens Footwear	Building A1	Targeting for diffusion brand. Can't pay Chalk Farm rent and would need circa 100 sq m sales plus 50 sq m storage
Malibu Nation	A1/D1	Wellness	Building A1 or Building A2	Feb 2019. Wellness concept from LA. Opened recently in Basel. Could be option for 250 – 300 sq m
House of Vans	A1	Footwear/Skate park	Building A0 or Building A1	Targeting for potential relocation - Min 100 sq m
Workshop Coffee	A1	Workspace/Coffee Shop	Building A1	Interested in the scheme due to student catchment. Looking for 200 sq m for a coffee shop/work station scheme.
Jack the Clipper	A1	Grooming	Building A2	Introduction made.
Size?	A1	Trainers	Building A1	Feb 2019. Elevated concept not worked on HS- looking to relocate

Avobar	A3	Californian style restaurant	Building A1	Likes the sound of the scheme. looking for a new site
Fabrique	A1	Scandi Cafe	Building A1	Looking to expand and like the sounds of Hawley. Right demographic. Need to focus on core west end/city with larger concentration of office occupiers.
Dusty Knuckle	A1	Bakery	Building A1	Revisited with occupier. Maybe of interest for medium size 150 sq m format.
Beyond retro	a1	Vintage fashion	Building A1	Have challenging requirement for access and storage. need min 6,000 sq ft space and requested access to be via chalk farm road. Investigating if basement space of upper lock could work for them.
Arc'teryx	A1	Sportswear	Building A0	Starting to investigate other london locations but like to be close to large affluent office population due to price point. Need convincing on location
Birkenstock	A1	Footwear	Building A0	Have spoken to agent who has confirmed they will not be looking again until June 2020 due to openings in Westfield and Carnaby. I have supplied all the info for the scheme for their discussion.
G- Shock	A1	Watches	Building A0	March 2019. Targeting for upper lock for concept store
Swatch	A1	Watches	Building A1	Would require 100 sq m
Subdued	A1	Fashion	Building A0	Just opened a flagship in Carnaby Street - have approached for second store
Modern Society	A1	Fashion	Building A1	In Shoreditch currently - discussing expansion
Nudie Jeans	A1	Fashion	Building A1	March 2019. Discussing expansion options. Likely to require 150 sq m.
Nura Headphones	A1	Tech	Building A1	Looking for London flagship. Only a pop-up requirement
H&M Brands	A1	Fashion	Building A0	March 2019. Original discussions with Weekday but there may be another brand they would consider. Likely to require 200 – 500 sq m

Design Letters	A1	Accessories	Building A0	Current London requirement - meeting 6 June 2019. Want first unit to be in established London pitch
Hummel	A1	Footwear	Building A0 or Building A1	No current requirement for UK stores.
Free People	A1	Womenswear	Building A0	Were focused on recent opening in Sloane Sq. Reconfirming view on Camden as worried about proximity to urban outfitters - confirming interest
Chilly Bottle	A1	Lifestyle	Building A1 or Building A2	Currently looking for first London flagship. Colliers met directly founding director to discuss Hawley Wharf. Plans and marketing brochure have been sent and organising a date to view
Panzers Deli	A1/A3	Deli/Green Grocers	Local Retail	June 2019. Active London requirement. Agent has confirmed local retail is of interest and colliers arranging a date to view.
Good Times Roll	A1	Soft Serve ice cream	Building A1	Visited HW twice and colliers visited pop up in London Bridge. GTR currently finalising landlord pack and to be discussed in meeting
Ellesse	A1	Footwear	Building A0	Interest in new London shop. Reviewing opportunity in Camden. Preference for Soho right now.
Champion	A1	Clothing	Building A0	London Requirement. Preference for Soho now.
Footlocker - Specialist Running Store	A1	Athleisure	Building A0 or Building A1	Requirement for smaller format running specialist store. 150 sq m min.
Bose	A1	Music tech	Building A1	Aug 2019 Reviewing site proposals for potential space.
Polaroid	A1	Photography	Building A1	Aug 2019. Targeted for concept store – 150 sq m Recently opened standalone in New York.
Instax	A1	Photography	Building A1	No requirement.
Canon	A1	Photography	Building A1	Aug 2019 Targeting for standalone concept. Likely to be Upper Lock and would need 100 sq m minimum
Nikon	A1	Photography	Building A1	Do not run own brand store sand not part of business plan.

Olympus	A1	Photography	Building A1	Aug 2019. Waiting on feedback - no requirement but contacted to discuss cafe style unit
Stockx	A1	Footwear	Building A1	Requirement for London store of c. 300 sq m Chalk Farm Road rents likely to be prohibitive.
Snack Bar London	A1	Farm Cafe	Building A1	Not expanding.
Daniel Wellington	A1	Accessories	Building A1	Contacted to discuss London requirements.
Nike (Flatspot)	A1	Activewear	TBC	Oct 2019. London requirement for partner brand Flatspot. 150 sq m
STA Travel	A1	Travel Agency	TBC	Need 50 sq m minimum for travel kiosk space.
The Brokedown Palace	A1	Outdoor wear	Building A1	Have targeted - normal requirement is 200 sq m
Matthew Calvin	A1	Women's Jewellery	Building A1 or Building A2	Oct 2019. Concession in John Lewis. Targeting for Standalone
Mantidy	A1	Mens accessories	Building A1	Store in Piccadilly Arcade - Targeting
Wax London	A1	Menswear	Building A2	Meeting with owner to discuss options - first store.
Nail'd It	A1	Nail Bar	Building A2	Nail Bar with locations in Clapham, Battersea, Fulham and Marylebone. Requesting a date to view.
Made by Coopers	A1	Organic Apothecary	Building A2	They have done various pop ups - their next is in Shoreditch - have contacted
Collection and Co	A1	Footwear and accessories	Building A1	Oct 2019. Online with a store in Bristol - certified by Peta - have sent details and awaiting feedback
Koi Footwear	A1	Cruelty free footwear	Building A2	Currently online - vegan footwear - strong instagram following https://www.koifootwear.com/

Fabrikk	A1	Cruelty free accessories and wearable tech	Building A1	A store in Leeds but mainly online - have contacted.
Skyn Iceland	A1	Creulty free beauty	Building A1	Oct 2019. Stocked in large retailers such as Boots/superdrug/space NK - stores in USA but nothing in London - have contacted
Labante London	A1	Vegan Handbags	Building A1	Vegan handbag brand which is cruelty free and sustainable. Contacted and awaiting feedback. https://labante.co.uk/
Pilgrim	A1	Mens Fashion	Building A1	Pilgirm is a menswear brand inspired by skatebaording and music. They use recycled and organic fabrices and eco-friednly packaging. Everything is 100% vegan. They are stocked in stores around the country. They have requested prices for units. www.piilgrim.com
Doughnut Time	A1	Grab & Go	Building A1	Viewed. Like unit LGM 30. Revisting in Jan 2020.
Vivid Atelier	A1	Fashion	Building A1	Contacted and awaiting feedback
Paper smiths	A1	Stationary	Building A1	Nov 2019. Viewed. Looking at proposal for viaduct units.
Monocle	A1	Coffee/Book Shop	Building A1	Targeted for Upper Lock
Notes	A1	Coffee	Building A1	Targeted Upper Lock
C-Press	A1	Coffee	Building A1	In direct conversation to discuss UG-M18. Awaiting feedback
Omotesando	A1	Coffee	Building A1	Targeted for Upper Lock
Hackney	A1	Coffee	Building A1	Targeted for Upper Lock
Nicholas Alexander	A1	Swimwear	Viaduct Arch	Only looking for pop up opportunities

Copenhagen Footwear	A1	Footwear	Viaduct Arch	Nov 2019. Would need at least 100 sq m
Escuyer	A1	Mens socks	Viaduct Arch	Targeted
Ally Capellino	A1	Bags	Viaduct Arch	Potential interest. Ideally 100 sq m
Colorful Standard	A1	Fashion	Viaduct Arch	Seeking London Flagship – 150 sq m
Triangle Store	A1	Concept store	Viaduct Arch	Have targeted
Monokel	A1	Eyewear	Viaduct Arch	Potential interest in Arch
Malin & Goetz	A1	Organic Products	Viaduct Arch	Have requirements for London in 2020. Agents visited site. Awaiting date for client visit. Preference likely to be for 100 sq m prominent viaduct arch.
Astrid & Miyu	A1	Jewellery and Piercing	Building A1	Dec 2019. Discussing options with their agent - waiting to hear their feedback.
YMC	A1	Fashion	Building A1	Already have 3 stores in London - have contacted
Portuguese Flannel	A1	Menswear	Building A1	Internationally stocked and stocked in the UK but not standalone stores. Have contacted.
Charles and Keith	A1	Handbags	Building A1	International retailer - not yet in London - have contacted agent
Toms	A1	Sustainable	Building A1	Dec 2019. Reviewing strategy for 2020. Potentially interested if they leave Kingly St
Ecoalf	A1	Sustainable Fashion	Building A0 or A1	Targeting but will require 150 sq m
Beats By Dre	A1	Music	Building A1	London Store not of interest at this stage. Poss req for later 2020 – 150 sqm

Muroexe	A1	Sustainable Trainer Brand	Building A0 or Viaduct Arch	Dec 2019. Require minimum of 100 sq m. Recently opened in Amsterdam.
Ricoh	A1	Photography	Buiding A2	Jan 2020. Approached for concept store but not of interest.
Nikon	A1	Photography	Building A2	Camden is not an area of interest.
Fila	A1	Clothing	Building A0	London Requirement. Preference for Soho/Carnaby but looking at option here.
North Face	A1	Clothing	Building A0	Too small. Cannot make footprint work. Need 200 sq m GF sales.
Tokyobike	A1	Bikes	Building 1	Already open in Shoreditch and Fitzrovia - discussing Camden

(ii) B1c Marketing Discussions

Operator	Use Class	Concept Style	Feedback
MELT	B1c	Chocolatier	No plans for further expansion
Herb & Bloom	B1C	Vertical Farm	Ceiling Height a challenge – may consider unit fronting Water Lane in A1
Infarm	B1C	Vertical Farm	Would only small arch fronting Haven Yard.
Bageriet	B1c	Baker	Plans for retail space but no further production requirement
Vermuteria	B1c	Cafe	Viewed 10.01.19 Only interested in archways and if the term extends over 10 years.
Smoke & Salt	B1c	Modern British	Viewed 11.01.19 Rejected. Focus on S London for first site.
Native	B1c	Modern British	Viewed 13.01.19 Casual game restaurant – Arch not of interest. Rooftop too large and Lock building units too small.
German Kraft Beer	B1c	Brewery	Visited the opening day and expressed interest on Hawley Quay. Waiting for feedback.
Ossett Brewery	B1c	Brewery	Visited Feb 19. They have requested PDF and DWG plans marked up with outside area so they can put together Camden specific concept. Concern over A3 element of alcohol licence.
Wolf Pack Lager	B1c	Brewery	Requirement for second site in London. Viewed.
Shandy Shack	B1c	Brewery	Start-up low alcohol specialist looking for HQ brewery site - rejected as not ready to commit to capital intensive project at the moment.
Mr Ji	B1c	Taiwanese Fried Chicken	Viewed 15.02.19 and progressing on Upper Lock
Mangio	B1c	Italian	Post Brexit deals only

English Indian	B1c	Indian Fish & Chips	Viewed 20.02.19
Koya	B1c	Ramen	Viewed 22.02.19. 20% inc s/c rates deal. Can't be progressed at present.
Press Up	B1c	Restaurant Group	Viewed and provided revised rates and service charge figures to progress conversation
Albion & East	B1c	Urban Bars	Met with Labtech 01.03.19. Waiting to confirm A3/A4 planning and confirmation of outside area.
Entourage Group	B1c	Restaurant Group	Ideally Rooftop. Did have small concept but Arch not of interest.
Duck Duck Goose	B1c	Cantanese	Archway or maybe rooftop at a stretch- has plans this week. Decided scheme is not for them.
Bala Baya	B1c	Israeli	Preference for Soho
nonxstop	B1c	Retail collaboration space	Viewed 02.04.19 and looking at entire basement for collaboration space.
Curazon	B1c	Spanish	Focus on Westfield opening and will then review
Dar	B1c	Middle Eastern	Rejected due to personal reasons
Chez Plum	B1c	Rotisserie Chicken	Viewed 06.04.19 and dismissed initial because they want their first site elsewhere. Could be interested in second
Blacklock	B1c	Meat	Rejected - doesn't like new developments and needs bigger floorspace.
Arepa & Co	B1c	Venezuelan	Camden not a focus
Bababoom	B1c	Kebabs	Posh Kebab - needs to cook over coal

Chinese Laundry	B1c	Chinese	Viewed 13.04.19. Needs to secure funding for first site and prefers East London
Santa Romadio	B1c	Mexican	Just had first child and delaying search for the time being
Imad's Syrian Kitchen	B1c	Syrian	Focus on Soho/Shoreditch for first site
Pastaio	B1c	Italian	Viewed 20.04.19. Interested if we get the right tenants around him. EG. Bone Daddies/Hoppers/Honest Burger etc
Dirty Bones	B1c	American	Viewed but progressing on Upper Lock F&B
FLAT IRON	B1c	Restaurant	Discussed development. Requires minimum 250 sq m space and roof tops not right for his concept.
Vurger Co	B1c	Vegan Burger	Viewed 15.5. Interested GC went back with terms.
Halo Burger	B1c	Vegan Burger	Viewed 15.5.2019. GC provided proposals for potential sites.
The Athenian	B1c	Greek Kebab	Viewed. considering options across London. GC chasing
Golden Union	B1c	Fish & Chips	Viewed 21.05. Needs to decide which unit and terms
Temple of Seitan	B1c	Vegan concept	Very interested in scheme but requirement for c. 150 sq m and GC discussing other options.
Boom Bap Burger	B1c	Burgers	Viewed 15.5.19. Second viewing. GC reverted with terms.
The Joint	B1c	Burgers	Interested - GC reverted with terms.
Gastronomica	B1c	Mixed	Viewed – no further interest as other sites have taken priority.

Mitsuryu	B1c	Sushi	Viewed twice and considering proposal. MM to review brand collateral and if they are in keeping with quality.
Kalifornia Kitchen	B1c	Vegan concept	Initial interest. Arranging viewing and confirming if still considering site
Sud Italia	B1c	Pizza	Viewed 15.5.2019. Positive initial feedback but hasn't progressed.
Slaw	B1c	Vegan concept	One in Islington. Looking for second site. Cancelled viewing on 15.5.19
Bowls	B1c	Cariibean / SE Asian	Viewed 22.05
Ellen Chew	B1c	Asian	Three concepts. Mrs Chews Roast (UG_03) Singapulah (Arch) & VietFOood (LG_M12 + LG_M13 + LG_M14). GC reverted with terms but not of interest.
Drum & Flats	B1c	Wings	Terms discussed but not progressing.
Pappa Pitta	B1c	Greek	Viewed 28/05 - concern over extract/
Emillia's crafted pasta	B1c	Pasta	Viewed -Second viewing in September. No further feedback.
Sushi Dog	B1c	Sushi Hot Dogs	No further interest following initial viewing.
The Big Melt	B1c	Toasties	Viewed 05.06.19. Preference for A1.
Savure	B1c	Pasta	Considering other opportunities.
Yamagoya	B1c	Ramen	Viewed - sent terms – not of interest.
Nanny Bills	B1c	Burger	Viewed – sent details. Interest in Upper Lock F&B

Momentum Hospitality Group	B1c	Greek Restaurant Group	Viewed 20th July 2019. Have other projects taking precedence.
Bum Bao Burger	B1c	Bao	Viewed. Intersted in a Water Lane Arch.
Baozinn	B1c	Dumplings	Viewing 21.06.19. Preference for A1. Concerns over proximity to service yard.
Xi'An Impression	B1c	Chinese noodles	Viewed 18.06.19. No further interest.
Thunderbird Chicken	B1c	Fried Chicken	Other locations have taken priority.
Honi Poke	B1c	Poke	Viewed – looking closer to transport hubs.
Mexican Concept (TBC NAME)	B1c	Mexican	Viewed 20.06.19 – new concept – hasn't acquired in London yet.
Beer + Burger	B1c	Burger	Viewed 22.07.19 – tentative interest but hasn't progressed. Looking at production space elsewhere.
Miko Gyros	B1c	Greek	Viewed 25.07.19 – progressing on Upper Lock.
Genisis	B1c	Vegan	Viewed 31.07.19. Preference to keep sales and production separate.
Fannys Kebab	B1c	Kebab	Only interested in A1.
Neds Noodles	B1c	Noodles	If taking production space, need it to be closer to East End.
NUFF	B1c	Healthy Deserts	Prefer footfall of A1.
Piadina	B1c	Italian	Second viewing 02.09.19 Keen on finding a spot in A1

Ethos	B1c	Health	Initial interest - details sent and viewed 20.10.19. Preference for A1.
Brindisa	B1c	Spanish	Initial interest - details sent. Viewed 22.11.19.

(iii) Primary Local Retail Discussions

Operator	Use Class	Concept Style	Feedback
Parsons Nose	Primary Local Retail	Butcher	Discusses 20.08.18 and again in March 2019. Focussed on SW London operation at this stage.
Bageriet	Primary Local Retail	Baker	20.08.18 Plans for retail space but needs to be more central Office location
Bread Ahead	Primary Local Retail	Baker	22.08.18 Acquired large site in Wembley for shop and bakery school but only other acquisitions would be for office hubs.
Turner & George	Primary Local Retail	Butcher	23.08.18 No plans for further sites.
Greensmiths	Primary Local Retail	Grocer	23.08.18 Viewed but have since decided they don't want to expand.
Bayley & Sage	Primary Local Retail	Grocer/Deli	24.08.18 Has a specific target location strategy and not interested in considering Camden.
James Elliot	Primary Local Retail	Butcher	01.09.18 Viewed but prefers a more village environment.
Randall	Primary Local Retail	Butcher	01.09.18 No requirement for additional premises.
Ginger Pig	Primary Local Retail	Butcher	03.09.18 Has 5 London sites but doesn't see Camden as offering the right trading environment for them.
La Fromagerie	Primary Local Retail	Cheesemonger	04.09.18 No further sites required.
Hatts	Primary Local Retail	Fishmonger	02.11.18 No additional premises being sought.
Cheeses of Muswell Hill	Primary Local Retail	Cheesemonger	10.12.18 Has considered additional sites in "village" locations but Camden not of interest.

Walter Purkis & Sons	Primary Local Retail	Fishmonger	15.12.18 No further sites planned at this stage.
De Beauvoir Deli Co.	Primary Local Retail	Deli	02.01.19 Viewed but no interest.
Paul Rothe & Sons	Primary Local Retail	Deli	15.01.19 Focus is on their existing Marylebone Lane site.
Salumeria	Primary Local Retail	Deli	20.01.19 Prefers higher density of office population.
HG Walter & Son	Primary Local Retail	Butcher	28.01.19 No plans for further sites.
Provenance	Primary Local Retail	Butcher	10.02.19 No plans for further sites.
Lidgate	Primary Local Retail	Butcher	20.02.19 Family run – no plans for further sites.
Fin & Flounder	Primary Local Retail	Fishmonger	01.03.19 Viewed but no longer planning to expand.
The Chelsea Fishmonger	Primary Local Retail	Fishmonger	05.03.19 Approached to see if they would consider Camden concept but not of interest.
Moxons	Primary Local Retail	Fishmonger	20.03.19 No planned expansion
Jago Chelsea	Primary Local Retail	Butcher	05.04.19 Existing SW London customer base. No planned expansion
Hennessy	Primary Local Retail	Butcher/ Cheesemonger	10.04.19 Trading on Northcote Road. No planned expansion
Lina Stores	Primary Local Retail	Deli	20.04.19 Interested in the scheme but as part of the F&B within the Upper Lock buildings in conjunction restaurant concept within wider company
Pryke	Primary Local Retail	Fishmonger	05.05.19 Concerns over demographic of immediate residential catchment.

Ottolenghi	Primary Local Retail	Deli	06.06.19 Focussing on restaurant openings rather than smaller deli concept.
Ergon	Primary Local Retail	Deli	08.07.19 Opened in Mayfair. Focus is on West End and City
Brindisa	Primary Local Retail	Deli	10.07.19 May consider restaurant space but not of interest for Deli concept
MEAT London	Primary Local Retail	Butcher	15.08.19 Ongoing discussions following initial viewing but as yet no progress.
Battersea Grocer	Primary Local Retail	Grocer	20.08.19 Opened Battersea Power Station. Looking at other affluent London locations but Camden not of interest
Melrose & Morgan	Primary Local Retail	Deli	20.09.19 No plans for further expansion
Panzers	Primary Local Retail	Deli	02.10.19 Requirement for 3,000 – 5,000 sq ft.
Roadkill	Primary Local Retail	Butcher	10.10.19 Discussed for butchers' concept but focussing on their F&B offer.
William Rose Butchers	Primary Local Retail	Butcher	15.10.19 Established in East Dulwich and would only consider SE London for another site.
Hill & Srok	Primary Local Retail	Butcher	20.11.19 Butcher and Cookshop in Broadway Market. Cool concept but no plans for further site.
Porterford	Primary Local Retail	Butcher	02.12.19 Well established in city of London but focussing on that site. Having to evolve business away from pure meat offer.
North Street Deli	Primary Local Retail	Deli	20.12.19 Currently in Clapham Old Town but no planned expansion.
Bellavita	Primary Local Retail	Deli	02.01.20 Approached but no plans for further sites.