



25th August 2021

Planning Services  
London Borough of Camden  
5 Pancras Square  
London  
WC1H 9JE

Dear Sir/Madam

**36 Earlham Street, London, WC2H 9LA - Listed Building Consent**

I am director of BOW WOW London Limited and write with regards to the above application.

The following documentation has been submitted via the Planning Portal (please let me know if you require any further information):

- Application Form
- Site Location Plan
- Design and Access Statement
- Listed Buildings Assessment
- Existing and Proposed Floorplans
- Brochure for Ecocent 300 litre Water System
- Details of Dog Grooming Bath

BOW WOW London is Central London's only specialist Dog Shop. We have been trading at our flagship retail store (50a Earlham Street, Covent Garden, WC2H 9LA) for eight years, where we specialise in the retail of high-end accessories for our canine companions. We opened our Dog Grooming salon four years ago at 17 Little Russell Street, London WC1A 2HL. We have a very successful track record on Earlham Street. In 2015 we won the Time Out award for Most Loved Shop in London. Dog ownership has increased dramatically in recent years, and we attract a wide audience from our client base of local-residents, office workers and tourists. Indeed, our customers return year after year from all over the world to visit our unique store and collection of products.

BOW WOW London Ltd, 50a Earlham Street, London WC2H 9LA  
Tel: 020 7240 0818 Email: [administrator@bowwowlondon.org](mailto:administrator@bowwowlondon.org)  
Company No. 8054913 VAT No. GB158334205

It is our intention to merge the two operations into one premises at 36 Earlham Street, London, WC2H 9LA. The location is ideal being on the same street as our main store. It means we get to stay in The Seven Dials, an area we love and an area where we have achieved great success. A Certificate of Lawfulness has already been granted by Camden Council enabling us to offer our award-winning grooming services in the basement. We really are maximizing the space in this unit. With retail on the ground floor, alongside grooming in the basement, we feel that it offers a fantastic business opportunity, bringing every part of the this listed building into use.

I would like to add that the water system we are proposing in the Basement is incredibly eco-friendly, something we are very passionate about at BOW WOW London. It uses an Air Sourced Heat Pump which extracts moisture and warm air from the room and uses it to create energy which heats the water. This wonderful system also acts as a de-humidifier protecting the building. It is an energy efficient system which is remarkably cheap to run.

I very much hope that the enclosed information is sufficient to validate this application. Should you require any further information, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'J Maddocks', with a long horizontal stroke extending to the right.

Jason Maddocks  
DIRECTOR