

London Borough of Camden

2nd Floor, 5 Pancras Square c/o Town Hall, Judd Street

London

WC1H 9JE

Dear Sir, Madam,

We, Shaftesbury PLC, the applicant and freeholder write in support of our application for the flexible use of the existing ground floor office accommodation for either continued use as an office or as a new cycle store for commercial office tenants within the Seven Dials Estate.

Shaftesbury has been investing in and managing the Seven Dials Estate for over 30 years. During this time, we have sought to provide a suitable mix of property – growing a varied and exciting portfolio consisting of retail, leisure, office and residential tenants. As part of our continued investment, we also seek to provide public realm improvements. Where possible this includes communal tenant facilities, such as our proposed cycle store amenity, which will benefit the Seven Dials community.

Over the years, the needs and demands of our office tenants have evolved. This includes the increasing need to provide our tenants and their employees with suitable cycle storage and associated welfare facilities. This trend has been greatly accelerated by the pandemic and the increasing awareness surrounding both mental and physical health.

As the Council is already aware as part of previous planning applications across the Estate, providing cycling facilities in historic properties across the Estate has often been problematic. A lack of ground floor access, the small historic layouts of buildings (and often listed status) limits the availability and options to accommodate cycle storage facilities. In response to this growing demand and limited opportunities across the estate's existing portfolio, a dedicated communal cycle store is therefore proposed in the old ground floor Estate office at 1 Fielding Court.

The former estate office presents many difficulties in use as an office space. The old office is very small, irregularly shaped and located on the ground floor - measuring approximately 40 sqm - and located in a secondary location, on Tower Court. Instead, the location of the premises presents an ideal opportunity for an efficient and effective use of the space as cycle storage for the benefit of Seven Dials' operators.

The Estate Management team have now relocated to larger, more prominent, public-facing, offices at 48 Monmouth Street. As demonstrated in the supporting letter by our office agents, Colliers, the ability to use the subject space would greatly benefit existing and future office tenants and their employees, which in turn, will have a beneficial economic effect for the area.

Working with our commercial agents, we consider the location and vacancy of this unit presents an excellent opportunity to provide a high quality and dedicated cycle store which would support and meet the needs of those existing commercial tenants across the Estate. The proposal would provide numerous important benefits, including:

- A convenient and accessible location (at ground floor level) for high quality, end of journey, cycling facilities;
- The promotion of sustainable travel with secure cycle storage and associated facilities for Seven Dials' commercial tenants;
- Assisting the Borough to reduce reliance on car travel and reducing local congestion, whilst also helping to improve local air quality;
- The promotion of exercise as part of a healthy and active lifestyle for commercial tenants working across the Seven Dials Estate;

Specialist cycle store consultants, Five at Heart, have been consulted on the fit out of the new space. Five at Heart have considerable global experience in providing and delivering bespoke and high-quality designed spaces for bike storage and associated facilities in the commercial sector.

The proposed fit out would deliver existing and future tenants in Seven Dials with the following additional services (subject to final design):

- Approximately 26 cycle storage bays
- 2 showers
- Safe and secure access

Security access would be via an electronic system and would be carefully managed on a first-come-first-served basis for those office tenants who do not have access to their own private facilities within their demise. Access processes and protocols will be monitored and assessed regularly by our on-site Management Team to ensure that safety and security are maintained to a high level. Shaftesbury are committed to ensuring the successful operation of the proposed cycling facilities to continue to support commercial tenants and make Seven Dials an attractive business location.

We therefore kindly request that Camden Council support this important application to provide access to this cycle storage amenity with its multiple benefits. The project represents our long-term sustainability objectives and a considerable investment to support the needs of the Seven Dials business community. The proposal would ensure existing commercial accommodation across the Estate remains attractive for current and prospective tenants.

Yours Faithfully

A handwritten signature in blue ink, appearing to read 'D. Canty', with a long horizontal flourish extending to the right.

Shaftesbury PLC