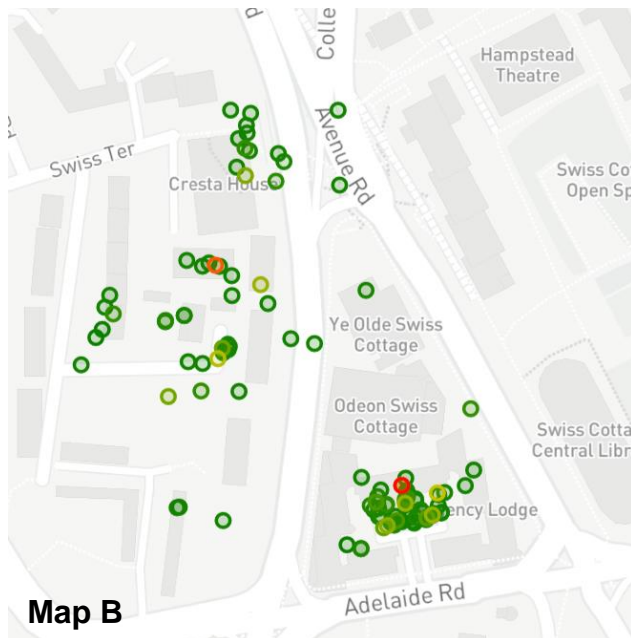
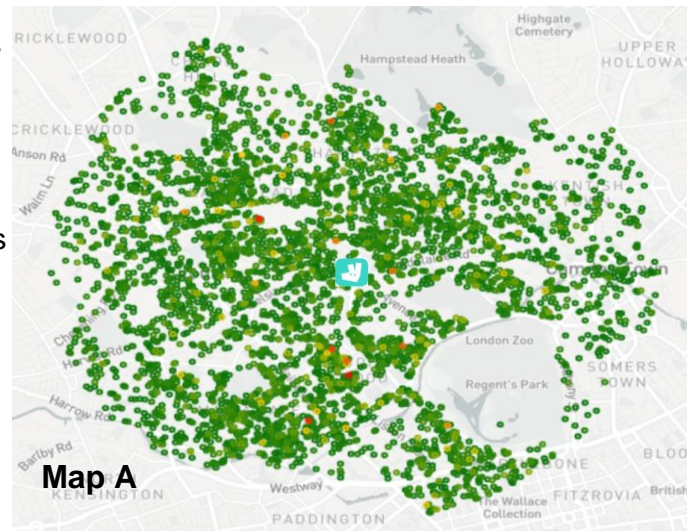


## Deliveroo and Swiss Cottage Editions: Use and benefits to the local community

Deliveroo is proud of the work we are doing serving the local community. It is clear to us that there is a high demand for our services, and specifically the services provided for by the Editions site, among residents in the local community.

While recognising the ongoing work Deliveroo is doing to engage with the community and address the Inspectors concerns about the site, it is also worth highlighting that many local residents are benefiting directly from Deliveroo's work in Camden, and specifically the range of food choice available from the Editions site.

This can be seen in the overall success of Swiss Cottage for the businesses operating from the Editions site. As can be seen in Map A, the site covers an extensive radius of residents in Camden and the immediate surrounding area. It is worth noting that the location of the site makes it uniquely capable of serving this radius of customers, and that each order represents earnings generated for a self employed person riding with Deliveroo, many of whom live locally.



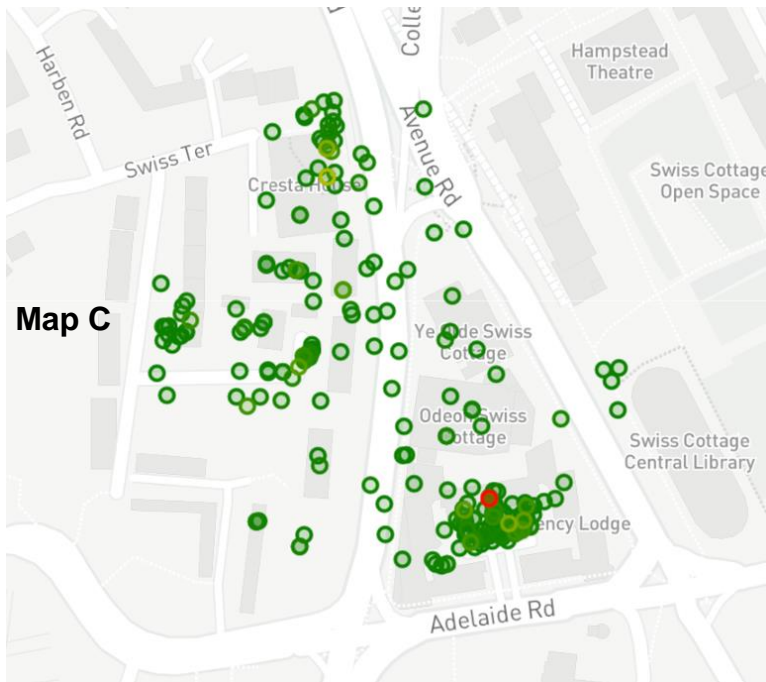
In addition to the wider geographical reach of the Editions site, Deliveroo is popular in the area immediately surrounding the site itself. Analysis of orders shows that over the last 12 months residents living within 100m of the Swiss Cottage Editions Site have ordered from the site itself over 500 times. When expanded to the immediate neighbourhood (a 500m radius from the site) order numbers over the previous 12 months total over 9,300.

This figure includes numerous orders from residential properties located immediate to the property, as can be seen in Map B (relating to orders over 12 months within 100m of the site). As orders from Editions sites are clearly labelled on the Deliveroo app, it's clear that residents will have been aware of the close proximity of the site from which they were ordering.

While the Editions site is popular as a food choice for local residents, Deliveroo more widely is also very popular, with food from other restaurants within Camden being delivered by riders on a regular basis. In the past 12 months 3,400 orders have been delivered to

customers with 100m of the Editions site (meaning 2,900 orders from locations other than the Editions Kitchens). This data can be seen in Map C. It is worth noting that riders delivering these orders are therefore likely to be seen regularly in areas near the Editions

site without being related to the Editions kitchen itself. When expanded to the immediate local neighbourhood (500m) we see over 92,000 orders by local residents through Deliveroo.



Restaurants who use Deliveroo see revenue increase by up to 30% and so the importance of these deliveries to local restaurant businesses in Camden should not be underestimated. Given the current impact of COVID-19 on the sector, local restaurants are likely to be even more reliant on delivery services than previously as a key (if not the whole) of their income. Even after restaurants begin to reopen, social distancing measures will mean restaurants cannot fully utilise dine-in space. Recent polling of small and

independent restaurants in the UK by Deliveroo suggests that 78% believe that takeaway and delivery will be more important to their business than ever before, even after lockdown measures are reduced.