

PLANNING STATEMENT

47 England's Lane, London

Change of use from laundrette to
Class E use

Resubmission further to 2022.0626

Greenhayes Planning Ltd

INTRODUCTION/EXECUTIVE SUMMARY

1. This statement is submitted in support of a planning application which relates change of use of the unit at no.47 England's Lane, London from a Launderette to a Class E use. The building has been empty following a fire in 2021 and despite marketing between 2017-2021 and again since March this year, there have been no expressions of interest for its use as a laundrette.
2. This application follows the earlier application, 2022/0626/P, which was refused on the 19th of April 2022 for the following reasons;
 1. *The proposed change of use, by reason of the loss of a launderette which provides a specific and essential service and social function would be detrimental to the character, function, vitality and viability of the England's Lane Neighbourhood centre contrary to Policy TC2 (Camden's centres and other shopping areas) and TC4 (Town Centre Uses) of the London Borough of Camden Local Plan 2017*
 2. *In the absence of a signed legal agreement securing a car free development, the proposal would likely contribute unacceptably to parking stress and congestion in the surrounding area and fail to promote more sustainable and efficient forms of transport, contrary to policies T2 (Parking and Car Free Development) and CC1 (Climate Change Mitigation) of the London Borough of Camden Local Plan 2017.*
 3. *In the absence of a signed legal agreement to secure a contribution to the provision of 8 cycle parking spaces in the vicinity the proposal would fail to promote the use of sustainable transport instead of motor cars contrary to policies T1 (Prioritising walking, cycling and public transport) and CC1 (Climate Change Mitigation) of the London Borough of Camden Local Plan 2017.*

3. The site is part of an established commercial area known as England's Lane of which part is defined as a Neighbourhood Centre within the Local Plan. The premises has been empty since 2021 following a fire and remains closed on viability grounds. The laundrette business had been declining prior to the fire, with the business making losses each year from 2017 up until the closure of the unit, with the yearly losses being in the region of £25k per year. This financial information and covering letter from the accountant is attached as **Appendix 1** and thus shows the laundrette use to be unviable in this location, Indeed, the applicant's insurance company have failed to provide a business interruption policy on the grounds that the unit remains shut and is more profitable to remain that way. This is also set out on the letter attached at **Appendix 1**.
4. Furthermore, the unit has been marketed since 2017 in order to try and continue the laundrette use (or other commercial use subject to planning) but there has been no serious interest received in relation to a continued laundrette use and the building remains empty. The marketing information confirm no interest for continued laundrette uses but the current agent confirms a significant demand for Class E uses. Indeed, aside from this empty unit, the area is vibrant and has an affluent feel, with cafes, shops and other services operating in the wider area. Thus, the continued vacancy of the unit is having a detrimental impact on the neighbourhood area.
5. Further discussions have been held with the council regarding the change of use and they confirmed it may be possible to support a new application subject to further information being provided on the following;
 - Further supporting information from the accountant in respect of the financial information
 - Further information on the marketing by Willmotts including the level of rent and evidence that it has been well priced. Furthermore, even screenshots and email evidence of email marketing.
 - Further information on the marketing by Grey Fox marketing including screenshots and levels of rent.

6. This application and marketing information has been updated and supplemented with this additional information and it is now anticipated that the council can support the application. Indeed, the marketing shows the unit has been marketed at a rate comparable to other units (which were successfully let at this rate) and the application shows evidence of email marketing and screen grabs of commercial websites. The marketing brochure is also attached. The property continues to be marketed; however, the only interest is from tenants wishing to occupy the unit within the Class E use.

7. Indeed, it is considered the change of use has been justified as the evidence shows there is no reasonable prospect of the laundrette use continuing. The building has been marketed since 2017 until the fire in 2021 and was readvertised following the repairs in March 2022. The property remains on the market but over that time no serious interest has been received from any operator wishing to take the unit as a laundrette, including that of the council or other community group. The marketing information is attached at **Appendix 2**.

8. It is considered the application should be considered in light of the support given to commercial areas and the drive to ensure the reuse of empty units for viable uses. Indeed, the government introduced the Class E use class in 2020 in order to offer flexibility for businesses and shop owners in order to allow occupiers to move easily between units and which will seek to maintain the viability of High Streets and areas such as the application site. Indeed, the only reason that the premises remains empty is that a laundrette remains outside of the Class E use class and therefore needs planning permission for a change to any other use. Due to these constraints and the lack of interest from a laundrette, the unit remains empty and whilst there has been interest from other E class uses the need for planning has been a barrier to developing such interest. Thus, in short whilst the government have sought to make the High Street environment more flexible, in this case the council have caused this unit to remain empty unit through these barriers to alternative uses notwithstanding that the

existing use is unviable and for which there is no reasonable prospect of it returning. Indeed, the appellant will not be reopening the laundrette due to the above reasons.

9. The policies cited by the council relate to retail and convenience uses which are the key function of such neighbourhood areas and there is no policy protecting laundrettes within the Borough. Indeed, the site is currently contrary to the policy T2 as it forms a group of 3 non-retail uses within the parade and the proposals provide an opportunity to rectify this through a new Class E use. The council have drawn attention to the SPD in respect of Town Centres and Retail and that Laundrettes can contribute positively to the neighbourhood centres. However, the same document also states the neighbourhood areas focus on convenience shopping and that the same council will take into account any history of vacancy in the centre and the viability of retail use at that location (para 4.73). Whilst laundrettes, like doctors, dentists (other uses referred to in the document as having a positive impacts), it does not mean they should be retained at all costs, when it is clear there is no interest from any operators or where it is clearly not viable. Indeed, there is no protection cited within this document or the Local Plan in respect of laundrettes.'
10. The other reasons for the refusal of the application earlier in the year related to transport matters notwithstanding the fact that there is an existing commercial use within the unit and one which could generate greater car trips and parking demand. This is on account of laundrettes attracting deliveries of heavy laundry loads, deliveries of laundry to customers and suppliers trips. In contrast the Class E use are more likely to attract local people, walking to the premises, largely on account of the neighbourhood area being one to serve the local population. Indeed, at worst it is true that there would be no material change in travel and the scheme would follow a car free approach as set out in Policy T2 on the basis of no parking being provided and the surrounding streets being restricted or subject to parking charges.
11. Whilst the loss of the laundrette will not harm the wider neighbourhood area, due to the reasons above, there will be comparable facilities that will remain within the area and thus the local area will

retain access to such services. The most comparable to the earlier laundrette at No.47 is that at no.54 Belsize Lane, which offers almost the exact same services and prices as the former laundrette within the application site and thus is a comparable facility that remains in the community. For example, a 16lbs load of laundry at the former application unit cost £4.50 and it is the same at no.54. This other existing laundrette at no.54 is located 800m (or ten minutes' walk) from the application site and similar distance from the England's Lane residence. This is shown as **Appendix 3**. Thus, having regard to the guidance in respect of 'walking neighbourhoods', 800m is considered to be appropriate for walking as set out in the relevant TFL guidance.

12. Whilst it is not considered any further information is needed for transport, on the basis the Class E use has the potential to involve less vehicle trip and travel demand the applicant is content to work with the council on this matter and further discussions can be held to meet the council's requirements.
13. Thus, it is considered an alternative commercial use is justified, is appropriate to the neighbourhood area and there will be no harm to the wider neighbourhood area. There are also no transport related matters that count against the development. The statement sets out the case for the grant of planning permission and also addresses the reason for refusal set out in the council's decision notice

THE SITE AND ITS SURROUNDINGS

14. The site is an existing commercial unit last used as a laundrette, but which has been closed since 2021 when it suffered from a fire. The building opens onto the main England's Lane frontage, adjoined by other commercial units and has residential flats above. Due to the declining viability of the business, the appellant has marketed the building since 2017 in an attempt to find an operator willing to continue this use, but this has remained unsuccessful, and the building remains empty.
15. The unit forms part of a vibrant shopping and commercial area with a number of shops, cafes and commercial premises along England's Lane, including a dry cleaners and laundry business opposite

the site. The site falls within the Belsize area and adjoins other areas such as Hampstead and Primrose Hill.

DESCRIPTION OF DEVELOPMENT

16. Planning permission is sought for the change of use from a launderette to a broader Class E use in order the building can attract a wider range of commercial operators. There will be no external changes to the building with the internal space being laid out subject to the needs of any incoming occupier

PLANNING POLICY CONTEXT

17. The Development Plan for the area is the Camden Local Plan which was adopted in 2017. In the previous application, the council have cited policies *TC2 (Camden's centres and other shopping areas)*, *TC4 (Town Centre Uses)*, *T1 (Prioritising walking, cycling and public transport)*, *T2 (Parking and Car Free Development)*, *CC1 (Climate Change Mitigation)* of the *London Borough of Camden Local Plan 2017*. Within its report the council refer to the Town Centres and Retail SPD which includes passing references to Neighbourhood Centres.
18. The changes to the use class order in 2020 and the ministerial statement on the same subject are also material considerations in respect of the need for commercial units to be flexible in use and allow businesses to move quickly and without risk in such commercial centres.
19. The NPPF is of relevance to this application as the framework is a material consideration in decision making in terms of its policies and the presumption in favour of sustainable development and its influence in terms the weighting of existing policies. The NPPF states the role of the planning system should be the delivery of sustainable development which is made up of three distinct strands which

are mutually dependent on one another. Planning should play a number of roles to deliver sustainable development which include economic, social, and environmental roles which should be addressed together to deliver sustainable solutions through the planning system. Section 6 of the NPPF seeks to build a strong, competitive economy and Paragraph 81 states planning decisions should place significant weight on the need to support economic growth and Paragraph states one should not ...

20. This statement will advance the case that the proposals are sustainable development as defined by the NPPF, as the scheme will represent an appropriate economic development which is consistent with the aims of the development plan and the NPPF which seeks to proactively support economic growth. Having regard to the existing redundant use which has been shown so through marketing, the financial information and the pro-retail policies relating to its location, the development can be shown to accord with the aims of the NPPF and the Local Plan.

PLANNING ASSESSMENT

Background

21. This application follows constructive advice from the previous case officer and the planning policy specialist at the council and it is on this basis that this application is resubmitted. Indeed, the application includes further detail on marketing, the financial aspects of the unit and other relevant information, including other similar facilities that will remain in the area.
22. It is noted that there are no policies that directly protect Laundrette per se, only that policy TC2 would seek to protect neighbourhood centres such as this by '*seeking to retain convenience shopping for local residents in Camden's Neighbourhood Centres and will ensure that development in them does not harm the function, character or success of that centre.*' The supporting text to the policy states that convenience shopping is the main objective for such centres and that the council will resist less than half of the Neighbourhood Centre being changed to non-retail uses or three consecutive units

being in non-retail uses. At present, no.47, 45 and 43 are in non-retail use and therefore the proposals will offer the opportunity to recalibrate the situation in aligning the parade with the policy aims for restoring a dominant retail function (should a retail unit take occupation of the unit).

23. As is set out within this statement, the laundrette had been a failing business over the years from 2017-2021, experiencing losses of over 20k per annum. Due to this failing viability, the applicant has marketed the property since 2017 to the current day (with the exception of the period of where the building suffered fire damage in 2021 and the period of repair) to try and let the property to a new laundrette operator. Whilst there have been expressions from other businesses, mainly falling within Class E uses, these have not progressed due to the planning restrictions on the property. Indeed, due to the oddities of the Use Classes Order, the unit is unable to change to another commercial use without planning permission. Since the fire in 2021, the appellant remains in this difficult position with an empty unit which has a use that has no demand and is unviable but with no flexibility for other uses.

24. Indeed, in 2020 the government recognised the difficulties for businesses to move to different premises in commercial areas due to the Use Classes Order by combining the Class A, B and D uses together in a single use class, known as Class E. This enabled buildings to attract a range of occupiers to occupy a building, without the need for planning permission, and thus reducing costs and risk in such investment. The accompanying ministerial statement recognised the benefits of such flexibility by stating;

'These reforms are primarily aimed at creating vibrant, mixed use town centres by allowing businesses greater freedom to change to a broader range of compatible uses which communities expect to find on modern high streets, as well as more generally in town and city centres. They apply to all uses of land and buildings across England'

25. The application should be considered positively in light of the flexibility referred to by the ministerial statement and despite the efforts of the appellant the building is no longer a laundrette nor will it ever be again in the future. This is demonstrated by the marketing efforts since 2017 and viability information discussed in more detail below since the years 2017/8 and shows that there is no demand for this use nor it is viable. Indeed, the interest received from the marketing is that the most appropriate alternative is that it is changed to another commercial use that is suitable to the location. This is considered to be a Class E use which will protect and enhance the vitality of the neighbourhood centre, especially when compared to an empty shop and would comply with Policy TR2. The unfortunate scenario of an empty shop will continue should this application fail as the insurance company have refused to intervene and the appellant will not reopen a business which was losing £20k per annum over the previous three years. A letter from the accountant is attached at **Appendix 1**.
26. Thus, the application should be seen in the context of the wider change to commercial areas where flexibility in use is promoted and also by virtue of the fact that there is no direct policy protecting the use, only that the Neighbourhood Centre should be supported in its convenience shopping offering. The council, in its officer report refers to the Town Centre and Retail SPD but this document states when assessing new uses, the council will take into account the vacancy period and will focus on convenience shopping. The development will accord with these aims and as set out below there will be no harm caused by this change, only a range of benefits that will accrue.

The loss of the Laundrette

27. The main issue raised in the previous application was the loss of the laundrette, on the basis the council see this as an important local service, notwithstanding the applicant is simply seeking an alternative commercial E Class use which remains appropriate to the Neighbourhood Area and which can attract a wide range of tenants. There appears to be two strands to the council's concerns, that

the continued use of a laundrette has not been properly investigated and on the basis of the harm on the loss of the laundrette and the lack of suitable alternative facilities.

28. Turning to the purely planning assessment of the change of use. As set out above there does not appear to be a specific policy protect such a use and the only policy aim is to protect the neighbourhood centre for its convenience shopping offering. At present the premises together with the two premises at 45 and 43 are currently contrary to the policy as these units represent three consecutive units in a non-retail use. There is little guidance in policy terms in respect of changing the use of existing commercial units but usually a council would expect to see a marketing process of 12 months in most cases. It will be seen below that the appellant has already exceeded these requirements by a significant period and the premises remains on the market without any interest being expressed for a laundrette operator. It is also important to note that the proposals will not result in the loss of a commercial unit and will merely broaden the choice of commercial usage for potential occupants
29. Firstly, the question as to whether the applicant had properly demonstrated that there is no reasonable prospect of a laundrette continuing within the unit, the relevant policy test for allowing the change of use. This aspect is considered to have firmly been met through both marketing and on viability grounds. In recent discussions the council have intimated that they may be able to support this change but required further information on the marketing which has been provided and has been summarised below.
30. Firstly, in respect of viability, the evidence confirms that a laundrette in this location is not a viable or attractive use for prospective occupiers. This is supported by the financial performance of the business over the years 2017- 2021 up until the building suffered from fire in 2021. This can be seen on the spreadsheet attached, together with the covering letter from the accountant, at **Appendix 1**. In the summary below, the performance shows an unviable business within the premises.

- Year end 2018- loss of £26,674
- Year end 2019- loss of £27,246
- Year end 2020- loss of £18,278
- Year End 2021 – loss of £24,746

This is a robust and conservative summary as the above did not include other costs which were shared with other premises which were managed together with the premises over that time. Having regard to this poor performance and consistent loss making, it has been demonstrated that the use is not viable at the premises for its continued use and an alternative commercial use should be permitted. Indeed, following the fire in 2021, the insurance company have advised that it is actually more beneficial for the shop to remain shut than continue to suffer these losses. This is also set out in the letter attached at **Appendix 1**.

31. The use of the building as a laundrette has also been marketed since 2017 on account of this challenging viability. Indeed, the building was marketed since 2017 with the well-known local agent, Willmotts and since March 2022 with Grey Fox. The documents attached at **Appendix 2**, show the unit has been properly priced, being priced lower or similar to other comparable units which themselves have been successfully let at these rental levels. This suggests the premises has been marketed at a fair and reasonable in the market. This marketing included internet marketing on prominent commercial property websites, applicant databases and on site marketing in order to attract a new operator for the laundrette and evidence of this email marketing is contained within **Appendix 2**. Whilst interest has been received from other business types, no parties have come forward who have expressed a serious interest in continuing a laundrette business at the premises. This continued until 2021, when the property suffered from a serious fire.
32. The building was then repaired and remarketed in March 2022 through the agent, Grey Fox and they have also marketed the property through a number of mediums, including commercial online

marketing through Rightmove and others, at their offices and their applicant database. The rental has also been reduced to the 45k per annum to take account of the impacts of Covid-19. Again, no expressions of interest have been received in relation to continued use as a laundrette although they have had 8 enquiries for uses that fall within the Class E use class but have been unable to proceed due to the planning restrictions on the property. A copy of the marketing summary and evidence of this marketing and interest is attached at **Appendix 2**.

33. It has been seen that the appellant has proactively sought to bring the unit back into use for a laundrette but has not been- possible and it will not reopen. This process has failed to attract any persons expressing a serious interest in operating a laundrette, suggesting there is not a viable market nor any reasonable prospect of this continuing. Indeed, there was no interest from the local council or community groups to continue such a use. Both agents are of the view the costs versus the income makes a business model difficult in the current times, due mainly to most people having private facilities. Thus, it has been demonstrated that it is justified to change this unit to another commercial use that is suitable to the neighbourhood area.

34. The above (and the attachments at **Appendix 1 and 2**) is considered to firmly demonstrate that there is no reasonable prospect of the laundrette use continuing and that the use is not viable in this location. These tests are usually sufficient alone to allow for an alternative use to be allowed and in this case both circumstances apply meaning it is fully robust position. Furthermore, it should be recognised that there is no policy for directly retaining laundrettes and the neighbourhood area policies are firmly in support of retail and convenience shopping uses, uses that the proposed use would support. Indeed, having regard to the marketing process, the council should be pleased that the applicant is pursuing alternative economic uses rather than residential (which could be possible) and it will retain an active frontage in line with the wider street. Indeed, the proposed Class E will realign the property with the neighbourhood area policies as the retail reuse of the unit will ensure there is no longer 3 non-retail uses in this location.

35. The use for Class E purposes will fully align with the relevant neighbourhood area policies and will bring this unit back into use. The alternative is an empty unit which will continue to harm the vitality of the shopping area, both visually and from an economic perspective.

Alternative facilities and vitality of the neighbourhood centre

36. The other strand to the previous reason of the refusal relates to an alleged harm to the vitality of the neighbourhood area by virtue of the loss of the laundrette. It has been shown the empty nature of the shop is already harming the vitality of the area and that the laundrette will not be returning. The council has sought to highlight some higher status of the laundrette use, naming the fact the England's Lane residence (a hostel for homeless) could be reliant on such services along with other residents. Firstly, these residents have functioned without the facility for over a year and the financial performance of the business demonstrates there was not sufficient demand for the unit over the last 3-4 years in order for this to be viable.
37. Notwithstanding this position, in 2014 the Hostel applied for planning permission for flats and additional hostel rooms which was approved by the council. On the existing and proposed floorplans there is clearly a laundry room within the basement suggesting these residents have facilities within their own building. Even if this were not the case and in respect of other residents, there remains sufficient laundrette facilities within the immediate local area, with two businesses offering laundry services. The most comparable to the earlier laundrette at No.47 is that at no.54 Belsize Lane, which offers almost the exact same services and prices as the former laundrette within the application site and thus is a comparable facility that remains in the community. For example, a 16lbs load of laundry at the former application unit cost £4.50 and it is the same at no.54. This other existing laundrette at no.54 is located 800m (or ten minutes' walk) from the application site and similar distance from the England's Lane residence. Thus, having regard to the guidance in respect of 'walking neighbourhoods', 800m is considered to be appropriate for walking as set out in the TFL document

attached at **Appendix 3**. Thus, the area retains appropriate comparable services in the local community and thus no impact is caused to its vitality or choice of services.

38. In addition to this there is a dry cleaners opposite, which although is more expensive also offers laundry services. Whilst most residents, including in Hostels, now have private facilities, the other premises that will remain at no.54, ensures that such services will remain in the area and thus vitality of the community is not affected. A copy of the map and price lists are attached at **Appendix 3**.
39. In its report, the council refer to an Article 4 in place to prevent Laundrettes moving to residential uses but the relevance of this is unclear as the appellant is not seeking to move to a residential use. Indeed, the appellant is looking to maintain the retail function in line with the neighbourhood area policies.
40. Thus, It has been shown that the use is unviable and that there is no reasonable prospect of the use continuing and thus the premises should be allowed to offer Class E uses. Thus, it is reasonable to permit other commercial uses that are appropriate to the area and it is considered Class E uses are ideally suited to the site and its surroundings. This and together with the presence of other laundrettes within walking distance means the vitality of the neighbourhood centre will be preserved in line with Policy TC2 and TC4.

Transport and Highways

41. The previous application refers to the need for cycle storage and contributions for car free travel. The reasons for this are unclear as there is an existing commercial use in the building at present and this will remain unchanged albeit in a Class E use. Indeed, one may even suggest the parking demand or trips to and from the site will decrease when compared to the existing use as Laundrettes include deliveries to and from the premises, supplier trips and customers dropping off and picking up heavy loads. In comparison, shops, cafes and offices (of the size of the application site) are unlikely to generate such trips and can be accessed via walking having regard to the neighbourhood environment.

42. The development would follow the car free approach of Policy T2 as there is no on-site parking and the roads around the application site are either subject to charges or are restricted by other means .As there is no material change in travel (or a betterment), there should be no requirement for a legal agreement in this regard as it would not meet the legal tests within Regulation 122 relating to planning obligations. Indeed, the use and the lack of parking on site, the proposals are by their very means 'car free' and this will be secured by the aforementioned restrictions at the site. Thus, the development would meet Policy T2.
43. In terms of the cycle storage, again there is no material change between a laundrette use or another commercial usage in terms of travel and therefore there is no justification to require these additional facilities.
44. Whilst the above is the position, the applicant remains open to discussing the transport matters with the council if this can result in a successful conclusion to the application.
45. Thus, it is considered having regard to the existing use and its likely greater travel impacts, there is no reasonable justification for the transport requirements. On this basis of this and a lack of any severe impact the development would not be contrary to policies T1, T2 and CC1.

CONCLUSION

46. The development can be seen will represent an acceptable commercial reuse of a premises which has been shown to be unviable and had no interest in its continued use from any potential occupier. The premises is vacant and will not return and therefore the change of use to a new commercial use is considered to be justified and appropriate.
47. The area will continue to be served by appropriate Laundrette facilities within walking distance and this together with the reuse of the empty application premises, it is considered the site can have a

positive impact on the neighbourhood centre through a vibrant new use that is appropriate to the area.

48. There is likely to be a reduction in trips and parking demand compared with the existing use and therefore there is no justification for a planning obligation and there would not be a severe impact in highway terms.

49. Thus, the development will therefore meet Policies TC2 and TC4 as well as CC1 and T1 and T2 of the local plan. It will also meet the requirements and policies of the NPPF.

Appendix 1

JL\SGB\CA34043

10 June 2022

SENT BY EMAIL ONLY

Mr A Wynn
Greenhayes Planning Ltd
Greenhayes Studio
106 Hastings Road
Battle
TN33 0TW

Dear Ashley,

CAMURE LIMITED – 47 ENGLANDS LANE

It was a pleasure to meet with you yesterday and thank you for coming up to view the site and surrounding areas.

Further to our meeting, I now attach a spreadsheet that Amjed and I had originally prepared for the insurers and as you will note, for each of the last four financial years, the company has incurred losses in respect of the specific direct costs that are attributable to that shop.

As explained at our meeting, the company has operated a number of launderettes and therefore while the attached spreadsheet shows the specific costs attributable to the launderette at 47 Englands Lane, you will note, for example, that with regard to machine maintenance and cash collection, no costs have been attributed to this branch, albeit that the company did incur relevant costs in employing third-party contractors to collect cash and carry out maintenance of the machines.

Similarly, the company did have insurance costs and other administrative costs but given that at the gross profit level, you will appreciate that the company was already making losses and that where rates were applicable, these then compounded the losses. There seemed no point in spending further time trying to allocate a proportion of costs for general administrative expenses of the company.

In addition to the above spreadsheet, I would just take the opportunity to remind you of the information previously provide to you, being the refusal of the insurers to make any payment to Camure Ltd under a business-interruption policy, given the perverse finding that they came to that the company was better off with the shop shut, which again reinforces the figures in the attached spreadsheet.

2/...

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If you need any further information, please do not hesitate to contact Amjed or myself.

Kind regards.

Yours sincerely,



JULIAN LANDAU

Att:

CAMURE LTD

**INSURANCE CLAIM - LOSS OF PROFIT
RE: FIRE AT ENGLANDS LANE 02.06.21**

	<u>ye 31.03.21</u>	<u>ye 31.3.20</u>	<u>ye 31.03.19</u>	<u>ye 31.03.18</u>
Sales	27,485.25	47,437.50	44,560.00	43,439.17
Cost of sales				
Wages	28,492.44	27,549.46	26,893.50	26,853.06
Social Security	2,207.02	2,129.28	2,075.39	2,041.12
Pensions	555.87	537.48	348.84	171.63
Gas	8,242.31	9,175.30	6,124.37	7,445.08
Electricity	3,767.05	4,086.93	4,311.89	4,413.59
Water	8,966.56	7,934.45	11,082.05	8,778.75
Machine maintenance	?	?	?	?
Cash collection	?	?	?	?
	52,231.25	51,412.90	50,836.04	49,703.23
Gross Profit/Loss	- 24,746.00	- 3,975.40	- 6,276.04	- 6,264.06
Other income:				
Covid grant	25,000.00			
Expenses to consider:				
Wages				
Rates	-	14,302.67	20,970.00	20,410.58
Insurance				
Repairs and decoration				
Security costs				
Telephone				
Post and stationery				
Household and cleaning				
Sundry expenses				
Accountancy				
Legal & Professional fees				
Management and Administration				
Commission paid				
Irrecoverable vat				
Bank charges				
Bank interest				
Loan interest				
Depreciation				
Net Profit/Loss				

Appendix 2

MARKETING REPORT ON

47 Englands Lane

London

NW3 4YD



PREPARED BY

Varol Zafer
Willmotts Chartered Surveyors
12 Blacks Road
Hammersmith
London, W6 9EU

020 8748 6644
Date: 6th June 2022



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Instructions

We were instructed by Camure Limited in January 2017 to market the above premises in the letting market known as 47 Englands Lane, London, NW3 4YD, which was trading as a laundrette prior to the fire.

Location

The property is located in affluent England's Lane, with its close proximity to Belize Park and Swiss Cottage. The surrounding area is well served by national and local traders such as KFH Estate Agents, Washington Public House, Starbucks Coffee, Tesco Express and many local sole traders. The property is well served by public transport with having Belsize Park within 5 minute walk away and Swiss Cottage and Finchley Road Underground stations with less than 10 minute walking distance.

Description

The unit is currently arranged over ground and basement floors, trading as laundrette. The property is spacious with large basement which currently serves the laundry machines, such as water tanks and water softeners. In addition there is staff WC situated to the rear of the ground floor area.

Current Market

The current commercial market is somewhat improving in prime locations, mainly the high streets, retail and restaurant premises are attracting the most interest. The commercial market for laundrettes have been hit hard with the Covid-19 pandemic since the national lockdown in March 2020.

Marketing

Willmotts were instructed to let the property in January 2017 and immediately launched the subject property in the rental market.

We can confirm that the level of rent sought for the subject property at the time in line with the market rent in early 2017, our instructions have always been to consider any offer brought to the table.

I can confirm that the property was well priced prior to withdrawing from the market after the fire damage and we were open minded to offering substantial incentives to any serious applicants for the premises in order to let it to as suitable tenants.

Throughout the marketing process we have used the following mediums to generate interest:

- Applicant database

We have an active applicant database seeking opportunities of this nature in the local area. All applicants have been notified in relation to the availability of this unit at the time of the marketing.

- Internet

We have published full details of the property on our own website along with various specialist commercial property websites, which includes Shopproperty, Focus, Realla. Once a property is set up on these sites they automatically distribute details to the matching applicants searching for matching opportunities at the time.

- To Let Board

We have arranged for a “to let” board immediately after receiving instructions to market the property which was in situ until the time.

- Circulation to other commercial agents via (EACH – PIP)

The property has been circulated to all the London agents via the Estate Agents Clearing House and Perfect Information Property which are commercial platforms for commercial agents to advertise amongst themselves of the properties being marketed, this includes all the London acquisitions agents whom often have retained clients looking for commercial premises.

Enquiries and Offers

During the early days of the marketing we had tremendous amount of interest for the unit ranging from charity shops to organic grocery shops, the main interest was from food operators which was within the former A3 restaurant use class now E class, in October 2019 we have accepted an offer from Artichoke whom were to operate as organic deli within the former A1 retail use class, unfortunately, this letting had to be aborted due to unsuccessful planning application for change of use at the time. There were no interest from any of the same operators as laundrette within the sui generis use class.

Factors affecting the letting

We believe that there is not very strong demand for laundrettes in the current market as most households now have washing facilities machines and therefore, all the interest has been for alternative uses. Due to lack of usage it demonstrates that there is clearly no demand for laundrettes within the locality of the subject premises and is not a sustainable business and therefore, I recommend the property is permitted for alternative uses within the E use class.

Yours sincerely



Varol Zafer
Associate Director
D: 0208 222 9946
E: v.zafer@willmotts.com

To whom it may concern

Dear Sirs

Re: Marketing of 47 Englands Lane, London, NW3 4YD

I write further to my marketing report of 6th June 2022 and herewith confirm that the above-mentioned property was marketed for the sum of £60,000 per annum from the commencement date. It is my opinion that the rent sought throughout the marketing is a fair and true reflection of the local commercial rental level. We were planning to reduce the rent post Covid to £45,000 p.a. unfortunately, the building caught fire and all our marketing has since stopped. The subject property offers a total of 1,575 sq. ft. over ground and basement floors and ITZA of 532 units and the asking price of £60,000 per annum reflected to £112.70 Zone A rate. When one compares the lettings on the two units below then you will note that the rent we sought for our unit was indeed the market rental value at the time.

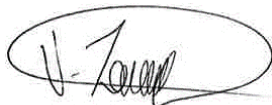
20 Englands Lane let in March 2020, around the time the country was locking down, for £43,000 p.a on a 12-year deal which reflects £116.50 per sq. ft. zone A.

12 Englands Lane let in Jan 2019 the property let on a 5-year deal, the reported rent was £37,500 p.a. reflecting a Zone A per sq. ft. of £113.60.

During the entire marketing campaign, we had undertaken a total of 9 viewings from operators ranging from Yoga Studios to Organic Coffee traders. .

I hope this letter is sufficient and I hope to hear from yourselves if I can assist further.

Yours sincerely



Varol Zafer

Associate Director

M: 07900224967

E: v.zafer@willmotts.com

RE: CoStar Updates

Varol Zafer <v.zafer@willmotts.com>
jashama@costar.co.uk, Andrew Abbott

Tue, Jun 12, 2018, 4:35

re viewing an attached message. Greenhayes Planning Ltd Mail can't verify the authenticity of attached messages.

Dear Julianah
Please add the attached to our listings.
Please call me on Thursday to update our listings.
Best regards

Varol Zafer
Associate Director



Willmott House, 12 Blacks Road, London W6 9EU
020 8222 9946 | M: 079 0022 4967 | www.willmotts.com



2017 Finalist Best Local Employer	2017 Gold Award 2017 Silver Award	2016 Shortlisted Best Local Employer	2016 Gold Award 2016 Silver Award	2015 Winner Best Local Employer
Hammersmith & Fulham Brilliant Business Awards	Best Estate Agent in W6 Best Letting Agent in W6	Hammersmith & Fulham Brilliant Business Awards	Best Letting Agent in W6 Best Overall Agent in W6	Hammersmith & Fulham Brilliant Business Awards

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Willmott Property Services Limited, Registered in England No. 2155516. Registered Office: Willmott House, 12 Blacks Road, London W6 9EU.

From: jashama@costar.co.uk <jashama@costar.co.uk>

Sent: 11 June 2018 15:00

To: Varol Zafer <v.zafer@willmotts.com>

Subject: CoStar Updates



LISTINGS REVIEW REQUEST FOR

Varol Zafer
Willmotts Chartered Surveyors

ect: 47 England's Lane, London, NW3 4YD

Andrew Abbott <a.abbott_shared@willmotts.com>
to Michelle Mitchell, Varol Zafer

Wed, Jun 13, 2018,

You are viewing an attached message. Greenhayes Planning Ltd Mail can't verify the authenticity of attached message.

Dear Michelle,

Please could you send this out – See below: (Please see attached PDF)

Prime A3 Restaurant Opportunity To Let

47 England's Lane
London
NW3 4YD

Ground Floor: 770 sq. ft. (71.53 sq. m.)

Basement Floor: 805 sq. ft. (74.78 sq. m.)

Total: 1,575 sq. ft.. (146.31 sq. m.)

For further information please see attached PDF or contact:

Andrew Abbott

T: 020 8222 9947

M: 07920 769395

a.abbott@willmotts.com

Varol Zafer

T: 020 8222 9946

M: 07900 224967

v.zafer@willmotts.com

Best regards

Andrew Abbott

Graduate Surveyor



Willmott House, 12 Blacks Road, London W6 9EU

D: 020 8222 9947 | M: 07920769395 | www.willmotts.com



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Hammersmith & Fulham Brilliant Business Awards	Best Estate Agent in W6 Best Letting Agent in W6	Hammersmith & Fulham Brilliant Business Awards	Best Letting Agent in W6 Best Overall Agent in W6	Hammersmith & Fulham Brilliant Business Awards

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Examples of email marketing

Subject: RE: 47 England's Lane - Details



Varol Zafer <v.zafer@willmotts.com>
to Andrew Abbott, cheqeursltd@hotmail.co.uk

Tue

You are viewing an attached message. Greenhayes Planning Ltd Mail can't verify the authenticity of attach

Dear Sir

Further to Andrews email, please see attached the floor plan for you reference.

Best regards

Varol Zafer

Associate Director



Willmott House, 12 Blacks Road, London W6 9EU

D: 020 8222 9946 | M: 079 0022 4967 | www.willmotts.com



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Hammersmith & Fulham Brilliant Business Awards	Best Estate Agent in W6 Best Letting Agent in W6	Hammersmith & Fulham Brilliant Business Awards	Best Letting Agent in W6 Best Overall Agent in W6



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From: Andrew Abbott <a.abbott@willmotts.com>

Sent: 09 April 2019 09:40

To: cheqeursltd@hotmail.co.uk

Cc: Varol Zafer <v.zafer@willmotts.com>

Subject: RE: 47 England's Lane - Details

Good Morning,

It was a pleasure meeting you yesterday.

As discussed, we will revert back to you as soon as we have client instructions.

Any further questions, please do not hesitate to make contact.

Best regards

Subject: 47 England's Lane - Details



Andrew Abbott <a.abbott_shared@willmotts.com>
to chegeursltd@hotmail.co.uk

V

You are viewing an attached message. Greenhayes Planning Ltd Mail can't verify the authenticity of attach

Please see attached details.
Would you like to view the premises?
Do you have existing businesses?
Best regards
Andrew Abbott BSc (Hons)
Commercial Agency Surveyor



Willmott House, 12 Blacks Road, London W6 9EU
D: 020 8222 9947 | M: 07920769395 | www.willmotts.com



2017 Finalist Best Local Employer	2017 Gold Award 2017 Silver Award	2016 Shortlisted Best Local Employer	2016 Gold Award 2016 Silver Award
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No – this would be subject to change of use.

Best regards

Andrew Abbott BSc (Hons)

Commercial Agency Surveyor



Willmott House, 12 Blacks Road, London W6 9EU

D: 020 8222 9947 | M: 07920769395 | www.willmotts.com



2017 Finalist Best Local Employer	2017 Gold Award 2017 Silver Award	2016 Shortlisted Best Local Employer	2016 Gold Award 2016 Silver Award	Best
Hammersmith & Fulham Brilliant Business Awards	Best Estate Agent in W6 Best Letting Agent in W6	Hammersmith & Fulham Brilliant Business Awards	Best Letting Agent in W6 Best Overall Agent in W6	Ham Brillia



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Willmott Property Services Limited, Registered in England No. 2155516. Registered Office: Willmott House, 12 Blacks Road, London W6

From: Adam Bowers <adam@stonebrook.london>

Sent: 15 January 2020 11:36

To: Andrew Abbott <a.abbott@willmotts.com>

Cc: Varol Zafer <v.zafer@willmotts.com>

Subject: Re: 47 England's Lane, London, NW3 4YD

Hi Andrew,

Does it now have full A3 consent?

Can you send me latest property details?

Best,

Adam

Adam Bowers

STONEBROOK LONDON

Email | adam@stonebrook.london

Mobile | 07909 773 773

Website | stonebrook.london

Unit 2, Thetford House, Walderslade Village Centre,
Walderslade Road, Chatham, Kent ME5 9LR

Tel: 01634 672227

DD: 01634 963611

Email: commercial@greyfox.co.uk

Ashley Wynn
Greenhayes Planning
By Email only: Ashley.wynn@greenhayesplanning.com
30th June 2022

Dear Ashley

RE: 47 ENGLANDS LANE, BELSIZE PARK, LONDON

Further to our various communications, I set out below our marketing report in respect of the above property.

We put this on the market on the 9th March 2022 and this went live with Rightmove, which is one of largest online platforms for both commercial and residential property. It has also been marketed on our own website and with both of our offices.

To date there has been 548 viewers looking at the website but with only 8 seriously interested parties that we have discussed this with further. Of those 8, below is a list of their names and the use they were looking for:

Cyrus – Restaurant

Luke – Hair Salon

Aden – Restaurant

Canon – Café

Farod – Restaurant (small chain)

Mitchell – Convenience/Mini Market

Basir – Hardware and Convenience Store

Ben – enquiry yesterday, left a message but I am not sure what use he needs.

I have explained to all applicants that currently we do not have an alternative use but have said we would come back to them if the situation changes. I reiterate that some of these would be serious contenders.

Unit 2, Thetford House, Walderslade Village Centre,
Walderslade Road, Chatham, Kent ME5 9LR

Tel: 01634 672227

DD: 01634 963611

Email: commercial@greyfox.co.uk

On the launderette use, we have not had one enquiry for this use. I believe this is due to the majority of households now have a washing machine and therefore it is an outdated business model. Also, when looking at the costs for an operator to set up a launderette and to turn over enough income is highly unlikely in today's market, even more so with the cost of electricity and water as well as the other associated costs of staffing, rates etc. I do believe our mutual client's business was running at a loss for many years.

I also would also point out that there is a similar operation at 54 Belsize Lane which is very close to this site and this in my opinion would serve the local community.

If you need any further information, please do not hesitate to contact me.

With kind regards

Paula Horton

Head of Land, New Homes and Commercial

67C High Street, Rainham, Kent ME8 7HS

Tel: 01634 963500

DD: 01634 963611

Email: commercial@greyfox.co.uk

Hi Ashley

I am attaching the marketing graph from Rightmove, if you want property particulars too, let me know.

My comments are below:

We have marketed this at £45,000 p.a.x. This figure for a standard 'E Class' unit has attracted interest and therefore we feel this is the correct rental to pitch the property at, even though this figure has always been negotiable. At the time of marketing, the market was and still is pretty strong and that was our reasons behind the figure along with the fact that the unit will be completely renovated with new floors, walls etc and a new shop front which saves any ingoing tenant huge fit out costs.

The property has been marketed primarily on Rightmove Commercial. They are a popular option for tenants looking to find premises and is a separate website to Rightmove residential, even though it has been on here too. The details were on our own website and sent out to our dedicated commercial applicant list looking for premises.

No board was put on the shop front as currently this has been boarded up since the fire. Once the shop front and premises are restored, a board will be in place.

In our opinion, there is no doubt that as an 'E' Class unit, this should rent out reasonably well. The amount of activity on the website and also the parties we have spoken to has show this, but we have been completely transparent and explained that until we know the planning situation, we have not been able to move forward but have kept names and numbers. This of course has put a lot of interested parties off as most applicants are usually looking to move fairly soon, so on that basis we have held back from showing parties as it would have been wasting everyone's time.

There are also specific applicants I have spoken to that are seriously interested in the premises but purely as a 'E Class unit' but again until we have a decision, we are in limbo.

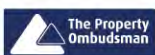
As I have explained before, not one call or enquiry has been for the purpose of a launderette.

I hope this helps. If you want anything else, please let me know.

Regards

Paula

Paula Horton
Head of Land, New Homes and Commercial





GREYFOX[®]
COMMERCIAL

67C High Street, Rainham, Kent ME8 7HS

Tel: 01634 963500

DD: 01634 963611

Email: commercial@greyfox.co.uk



Greyfox Investments Limited T/A Greyfox Estate Agents Directors: S O'Neill & B G Adshead
Registered Office: Greyfox Walderslade, Unit 2, Thetford House, Walderslade Village Centre,
Walderslade Road, Chatham, Kent ME5 9LR No.6504741 VAT No. GB 929 5721 90

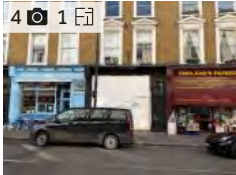
www.greyfox.co.uk

Marketing report



Dear Sir/Madam

We are pleased to present your latest marketing report. This shows how your property listing has been performing on Rightmove.



Marketing report for

47, Engels Lane London, NW3 4YD

£45,000 pa

▶ Listed: Mar 9, 2022

🔄 Updated: Jul 26, 2022

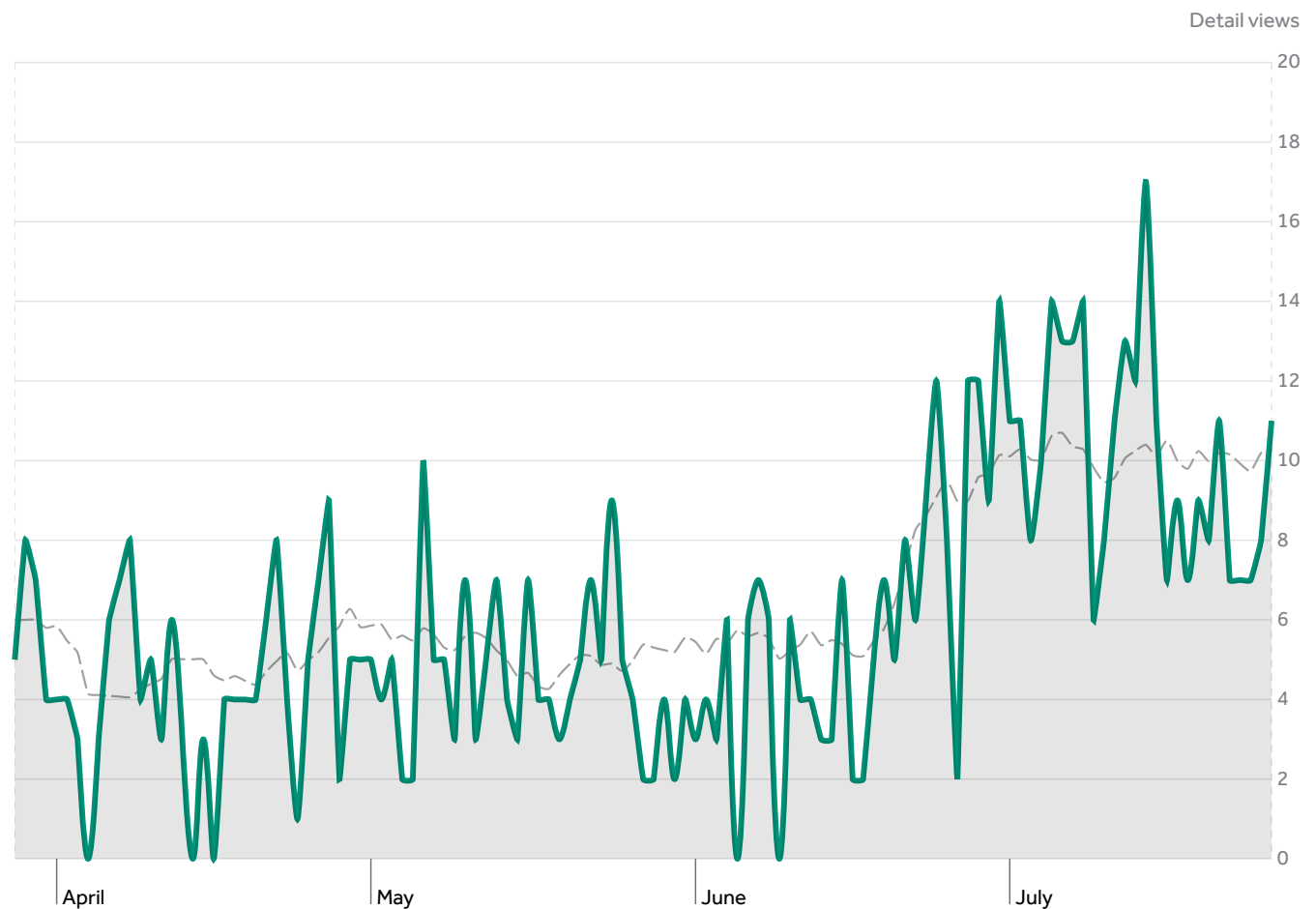
👁 Views (last 120 days): 725

🔗 rightmove.co.uk/property/120815093

Report created July 26, 2022

Showing Mar 28, 2022 to Jul 26, 2022

Property views Featured
— — — Branch average



For more information, please contact Greyfox on 01634 933660 or commercial@greyfox.co.uk.

Data is derived purely from Rightmove.co.uk's internal statistics and advertisers on July 26, 2022, may be subject to specific geography or search criteria and is provided 'as is' for general interest only. Rightmove makes no warranty as to the data's suitability for any purpose and accepts no liability for any action or inaction taken as a consequence of its use.



Englands Lane, London, NW3 4YD

£45,000

Description

This former launderette is situated on England's Lane within the Belsize Conservation Area in a delightful shopping street serving the community. The Fine Arts College is in the same parade with a good mixture of shops, cafes and restaurants, including Starbucks, Tesco Express and an abundance of independents shops. The premises have been closed for over the last year due to a fire and are currently being refurbished to provide a standard shell making this ready for a tenant to move into. The layout comprises an open plan area to the front, with a room to the rear. In the basement there is a large storage area, plus two separate rooms which can be used as ancillary/staff etc and a courtyard garden.

Accommodation: Total approximate area is 1700 sq ft (not verified but taken from the plans as access was not available at the time)

Planning: The premises has Sui Generis Laundrette Use, but would suit other businesses within the Sui Generis Class or Retail (E Class), subject to the necessary consents. Our client is in the process of putting in a new planning application for Retail Use (E Class).

Rent: £45,000 PAX

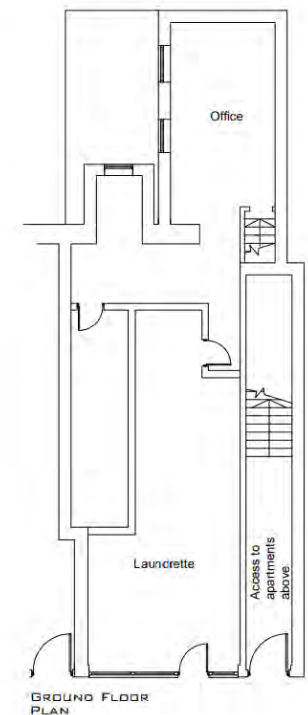
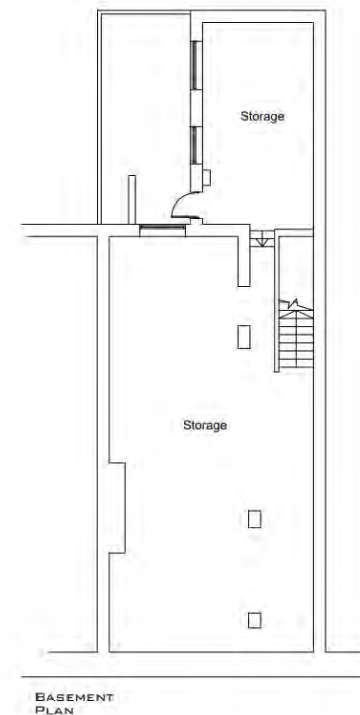
Rent Deposit: Our client will require a rent deposit equivalent to one quarters rent.

Rateable Value: The RV for the premises is £44,153. Enquiries should be made directly to Camden Council in respect of the rates payable.

Legal Costs: Each party to be responsible for their own legal costs

Key Features

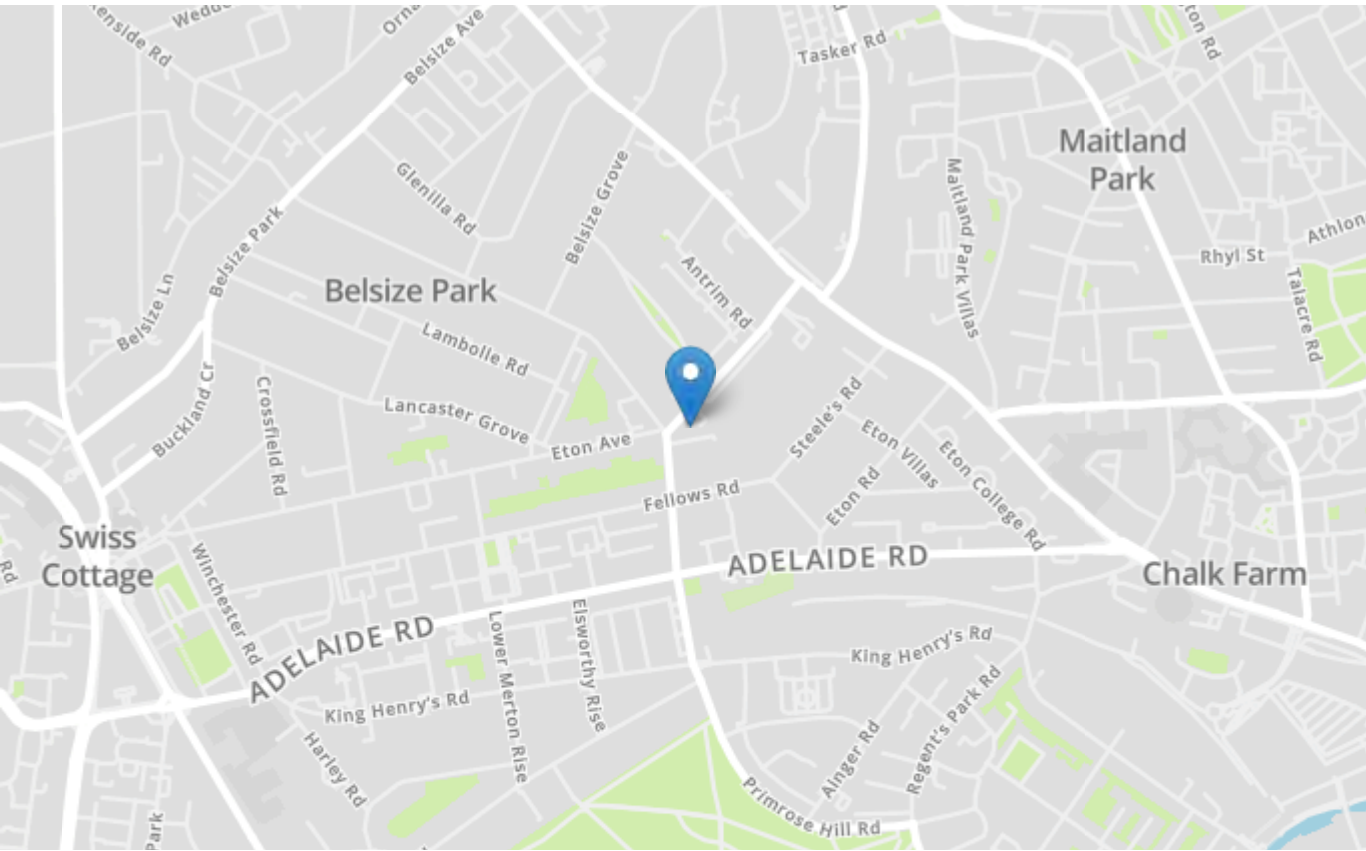
- PLANNING APPLIED FOR CHANGE OF USE TO RETAIL SHOP (E CLASS)
- FORMER LAUNDERETTE TO LET
- EPC D(84)
- NEWLY REFURBISHED AND WILL BE LEFT IN SHELL CONDITION
- CHALK FARM, BELSIZE PARK & SWISS COTTAGE UNDERGROUND STATIONS





Property Location

Englands Lane, London, NW3 4YD



Tenure Leasehold
Lease Term
Ground Rent
Service Charge
Local Authority
Council Tax

Greyfox Walderslade

Unit 2, Thetford House
 Walderslade Village Centre
 Walderslade Road
 Chatham
 Kent
 ME5 9LR
 Tel: 01634 672227 Email:
 walderslade@greyfox.co.uk

Greyfox Rainham

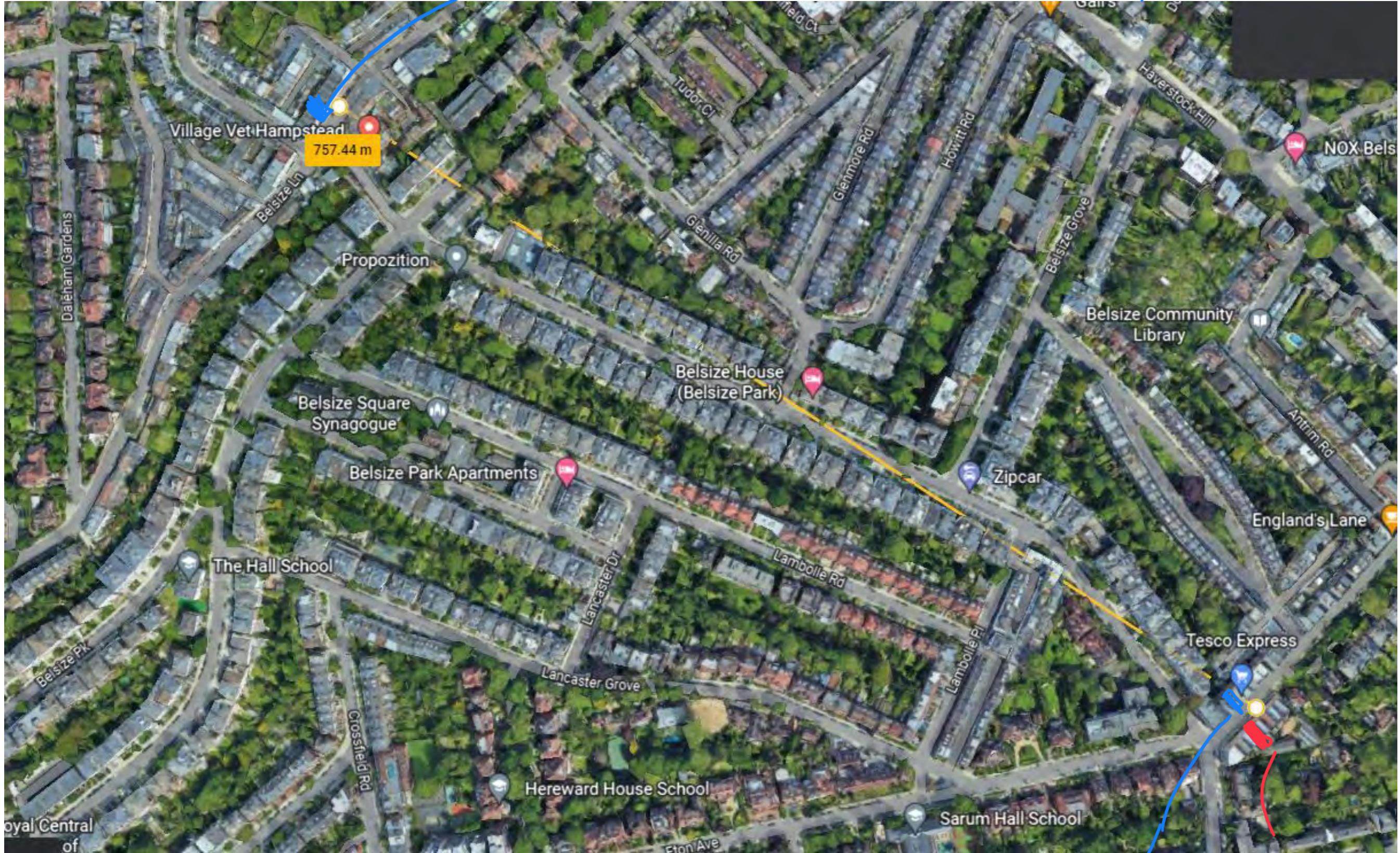
67C High Street
 Rainham
 Kent
 ME8 7HS
 Tel: 01634 377737 Email:
 rainham@greyfox.co.uk

Agent Notes

These particulars are prepared as a general guide to a broad description of the property and should not be relied upon as a statement or representation of fact and do not constitute part of an offer or contract. The seller does not make or give nor do our employees or Greyfox have authority to make or give any representation or warranty to the property. We have not carried out a structural survey and the services, appliances and specific fittings have not been tested. All photographs, measurements, floorplans and distances referred to are given as a guide only and should not be relied upon for the purchase of carpets or any other fixtures or fittings. Lease details, service charges and ground rent (where applicable) and council tax are given as a guide only and should be checked and confirmed by you on inspection and your solicitor prior to exchange of contracts. If there are any points of particular importance to you we will be pleased to check the information for you and to confirm that the property remains available. This is particularly important should you be travelling some distance to view and where statements have been made by us to the effect that the information has not been verified. The copyright of all details, photographs and floorplans remain exclusive to Greyfox. For details of our privacy policy and referral fee arrangements with any of our selected partner companies please visit <https://www.greyfox.co.uk/legal/privacy> and <https://www.greyfox.co.uk/referral-fees>.

Appendix 3

54 Belsize Lane
öður laundrette. (umthi 800m)



any
changes

Appeal site

Prices provided by appellant

54 Belsize Lane Shop:

16lb capacity washing machines £4.50 per wash.
30lb capacity washing machines £6.00 per wash.
40lb capacity washing machines £7.50 per wash.
30lb capacity tumble dryers £1.00 for 10 minutes of drying time.

47 Englands Lane Shop:

16lb capacity washing machines £4.50 per wash.
25lb capacity washing machines £6.00 per wash.
30lb capacity tumble dryers £1.00 for 10 minutes of drying time.