

## Application Guidelines:

### Units 3 and 5 Hoe Street Parade E17

Waltham Forest Council is committed to working to support economic growth in the borough. As part of our vision to keep seed and grow businesses, we aim to take a targeted approach to supporting and promoting businesses, to enable the economy to thrive.

We want to enliven our high streets in a way that supports local business activity and enriches local communities.

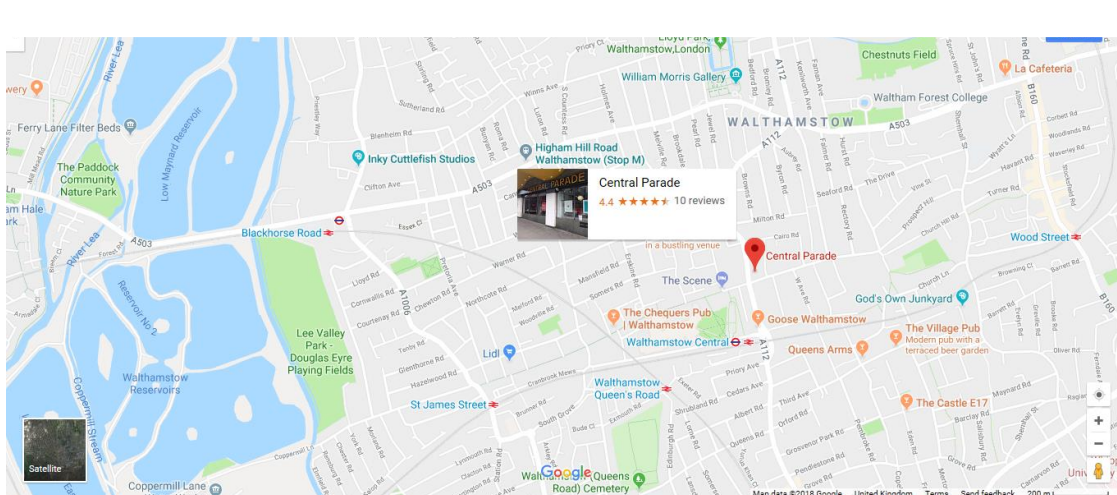
Walthamstow Town Centre is the borough's major town centre and has been identified as one of the key growth areas in the borough. Hoe Street is fast becoming a location for independent food, drink and creative businesses. It has an evening economy stimulated by the opening of The Scene cinema, quality restaurants and the introduction of the night tube on the Victoria Line.

Following the success of the previous rounds of Pop Up schemes at the Hoe St Central retail shop, an opportunity has arisen to let retail units along Central Parade on a **2 year fixed term lease**.

**For further information on these units please refer to the relevant property details.**

If you are a local sole trader or a small to medium sized enterprise with experience of running your own business with a unique selling point - then we'd love to hear from you!

#### UNITS 3 and 5 HOE STREET CENTRAL PARADE E17



### Planning Class

- Under the current planning use class legislation, the unit is classified as **A1** and is therefore available predominantly for retail purposes alongside some other specific uses. For full details please refer to current legislation available on the Planning Portal website;  
<http://www.planningportal.gov.uk/permission/commonprojects/changeofuse>
- However – both units will only be considered for A1 purposes and will **exclude hot/cold food and beverage outlets, charities, beauty and hair salons**

### Your application

We are looking to attract a high calibre business for a retail unit in a prime retail location in Hoe Street to take up residency for a period of 2 years fixed term. You will need to meet the criteria and provide a viable business plan with financial forecast, and a budget to invest within the unit.

**Please note:** This may not be appropriate for new start-up businesses as you will be required to pay rent, and business rates as per the heads of term. You will also be expected to have a budget towards investing in the shop unit.

Applicants are requested to submit their proposal which must demonstrate the following criteria:

- Provide a sound, clearly explained business plan (max 10 pages) of how this opportunity will benefit your business.
- Provide a robust cash flow for the 2 years to demonstrate how you will sustain the business venture with evidence of finances.
- Have in place a budget allocated for investing into the refurbishment of the desired unit.
- Demonstrate how your opportunity will generate broader benefits to the high street and to the local community.
- Describe how your offer is unique to the high street, so diversifying the offer to shoppers and residents.
- The extent to which your offer is inclusive, offering something to the local community.
- A clear explanation of how you will dress the unit to give it an exciting and attractive visual impact to attract customers / passers-by.
- Outline a clear strategy for marketing and advertising your business - both before and duration of the occupancy.
- Sufficiently robust, exciting and compelling long term business aspirations.

Priority will be given to local businesses/residents wanting to expand their existing business, however applications are open to businesses from further afield wishing to set up and invest in the borough.

**Terms and Conditions:**

- The lease will be with London Borough of Waltham Forest.
- You will need to have Public Liability insurance cover for minimum £1 million.
- You will need to have your own capital investment towards refurbishment and re-fit of the shop unit. (Proof will be required).
- Provide a viable business plan with viable financial forecast.
- Robust Marketing Strategy in place.
- Provide proof of Bank account, residency, passport, and national insurance.

**The Council's expectations:**

If the Council supports your application, we will expect you to adhere to the following:

- a) The terms of the lease;
- b) The principles of equality and diversity;
- c) Ensuring health and safety, safeguarding and other statutory responsibilities are met in terms of those you invite to use the accommodation;
- d) Setting up a Direct Debit mandate for rent payment. This is a mandatory requirement. Rent is due in accordance to the lease; please note late payment may attract an interest fee;
- e) Arranging contents insurance independently. The council provides buildings insurance for the property under a 'blanket' policy, and this is charged to the tenant annually;
- f) Payment of Building insurance premium, rent, and business rates on monthly or quarterly basis
- g) Paying management charge as invoiced. This only applies to industrial premises;
- h) Allow access for annual inspection as part of the Council's Inspection Programme
- i) Tenants to arrange own utility services and any additional services that may consumerate with the business

### **Additional information**

To apply, please complete and return the application form, which can be found on the website [www.walthamforest.gov.uk](http://www.walthamforest.gov.uk) and email to the Council's Business Growth Team via ([business.growth@walthamforest.gov.uk](mailto:business.growth@walthamforest.gov.uk)). Demand for retail units is high so the process will be competitive.

Applicants must be aged 18 and over.

All successful applicants will be required to have Public Liability Insurance in place beforehand. Successful applicants will be required to sign up to a 2 year heads of terms lease.

Further information on the Economic Growth and Town Centre Strategies can be found here:

[https://walthamforest.gov.uk/sites/default/files/Economic\\_Growth\\_Strategy\\_Report\\_2016\\_20\\_0.pdf](https://walthamforest.gov.uk/sites/default/files/Economic_Growth_Strategy_Report_2016_20_0.pdf)

<https://walthamforest.gov.uk/sites/default/files/Town%20centre%20strategy%20and%20delivery%20plans%202016-20.pdf>

If you have any further questions, please email the Business Growth and Investment Team (email address above)

**Deadline for applications is: Friday 31<sup>st</sup> August** – late applications after this date will not be accepted.

We look forward to receiving your application! Good Luck!