



19 The Broadway Crouch End Design and Access Statement

Wenzel's the Bakers was established in 1975 and have grown from a small Bakery behind their shop in Pinner, to presently c.100 shops and being requested by customers to open in new towns/locations.

Whilst the daily fresh quality of the product and service of the staff is key, alongside this is the important ingredient of a shop that invites customers to enjoy the ambience of the Wenzel's brand.

All new shops are therefore fully refitted including a new shopfront. This even includes when they have taken over shops fully fitted and previously trading as a Bakers, who have gone out of business. The subject shop was a run down Percy Ingles, and so was another ex Percy Ingles refitted by Wenzel's in Brentwood.

By continuously investing and improving they now offer an up to date format of a high street bakers shop to enhance the vitality and viability of the shopping frontage. Their shopfront presentation has also endeavoured to keep up with the times, and particularly in this respect since 2010 they have introduced automatic doors in the centre of the shopfront.

This has made access and of course leaving so much easier for all customers. No longer are kids stranded on the wrong side of the door, while their Mum tries to navigate a buggy; and of course this also provides a welcoming experience for those in wheelchairs.

The detail of the new shopfront is included with the Application plans.

Please refer to tim@ericsurveyors.com if any further info is required. I have acted for Wenzel's since 1984, and am well aware of their commitment to shoppers on the High Street.

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