

Padel Excel

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April 2026

Planning Department
London Borough of Haringey
Marcus Garvey Road
London N15 3BJ

**RE: FURTHER INFORMATION IN RESPONSE TO PLANNING OFFICER
QUERIES**

Application: Change of Use from Class B8 to Class E(d) — Indoor Padel Facility
Site: Unit 12, Crusader Industrial Estate, Hermitage Road, Haringay, London N4 1LZ
Applicant: Padel Excel
Reference: PE-HAR-COV-001

Dear Planning Officer,

We write in response to your letter requesting additional information from the Transportation Team and the Inclusive Economy Team in connection with the above planning application. We are grateful for the detailed queries raised and pleased to submit the comprehensive supplementary information set out in this response.

We respectfully submit that the information provided fully addresses all outstanding matters and demonstrates clearly that the proposed change of use should be approved. The evidence confirms that Unit 12 has been genuinely and exhaustively marketed for B8 use for over 18 months without a single offer, that the appointed agents actively support the change of use, and that the proposed indoor padel facility will deliver meaningful employment, health and community benefits to Haringey.

DOCUMENTS SUBMITTED WITH THIS RESPONSE

Ref	Document Title	Prepared By
PE-HAR-COV-001	This Covering Letter	Padel Excel
PE-HAR-MKT-004 Rev A	Enhanced Commercial Marketing & Viability Report (incorporating all agent evidence)	Independent Surveyor
PE-HAR-TRN-001 Rev B	Transport Response Note	Padel Excel
PE-HAR-IER-001 Rev B	Inclusive Economy & Padel Market Report	Padel Excel
Appendix A	IPIF Estate Marketing Brochure (April 2025)	IPIF

Appendix B	IPIF Current Availability Schedule (08 April 2026)	IPIF
Appendix C	Strettons Redacted Enquiry Schedule (16 April 2026)	Strettons / IPIF
Appendix D	Strettons Industrial Availability Schedule — North London (April 2026)	Strettons
Appendix E	Glenny North London Competition & Transactions Schedule (April 2026)	Glenny
Appendix F	Email — Ryan Anderson, Glenny (April 2026)	Glenny
Appendix G	Email — Cliff Bonnett, Strettons (April 2026)	Strettons

WHAT THE SUBMITTED DOCUMENTS SHOW

Marketing Evidence (PE-HAR-MKT-004 Rev A + Appendices A–G)

The Enhanced Marketing Report, prepared in the professional format consistent with the original submission, now incorporates all agent evidence and directly addresses each of the three marketing deficiencies identified by the planning officer:

- **Methods and time periods confirmed:** The IPIF marketing brochure (April 2025) confirms the estate was professionally marketed through IPIF's own in-house team (Lewis Callanan), Glenny (Ryan Anderson/Sam Sandell) and Strettons (Cliff Bonnett/Ben Pater). Marketing channels included the estate website (www.ipif.com/crusader), commercial property portals, targeted HTML email campaigns to local occupiers, and estate entrance signage. The marketing period is confirmed at 18+ months by Ryan Anderson of Glenny in direct correspondence.
- **Enquiry evidence provided:** Cliff Bonnett of Strettons provided a redacted enquiry schedule (16 April 2026), redacted specifically to comply with UK GDPR. The schedule records enquiries received from November 2025 to April 2026. No formal B8 offer was received on Unit 12. Crucially, the schedule independently records three leisure/sport enquiries — Padel Up (padel operator, January 2026), Focus Judo (martial arts/wellness, January 2026) and Muscle Works Gym (April 2026) — none of which involve the applicant, confirming genuine market-led leisure demand at this location.
- **Rent confirmed and benchmarked:** The IPIF Current Availability Schedule (8 April 2026) confirms the quoting rent of £27.50 psf throughout the marketing period and shows Unit 12 as 'Under Offer' at the agreed rent of £23.50 psf to Padel Excel, subject to planning. The Glenny and Strettons competition schedules confirm £27.50–£28.50 psf as the market rate for second-hand refurbished stock in North London. Units 7 and 14 on the same estate remain vacant at these rents, confirming the constraint is market-wide.

Transport (PE-HAR-TRN-001 Rev B)

- **Cycle parking:** Revised provision of 13 spaces in total: 6 short-stay visitor (external Sheffield stands), 5 long-stay staff (internal secure enclosure) and 2 accessible bays. All comply with London Plan Policy T5 and LCDS guidelines. Drawing PR-101 to be updated.
- **Refuse storage:** Confirmed at 4,200 litres across 5 containers. The refuse enclosure is accessible from the service access without obstruction to the customer car park.
- **Disabled parking:** 1 of the 6 retained spaces permanently designated as a disabled bay to BS 8300:2018.

- **Parking Management Plan:** Full PMP provided covering disabled bay enforcement, on-site management, sustainable travel promotion at point of booking, and overspill management. The staggered 90-minute session format disperses arrivals throughout the operating day.
- **Trip generation:** Full tables provided for courts and café separately at generic and modal levels. Combined daily total: 466 person trips / 19 vehicle trips. This is materially lower than the lawful B8 use, which generated regular HGV and commercial vehicle movements.
- **Construction mitigation:** Construction Logistics Plan to be submitted prior to commencement. All works are internal — no external scaffolding or hoarding affecting the highway.

Inclusive Economy (PE-HAR-IER-001 Rev B)

- **Padel market evidence:** UK participation has grown from under 2,000 players in 2018 to 150,000+ in 2024. The North London players-per-court ratio is 562:1 against an LTA target of below 200:1. The nearest indoor padel facility is 7.2 miles away. Competitor analysis confirms significant undersupply in the catchment.
- **Marketing strategy:** Detailed strategy provided covering brand positioning, pre-opening digital and community marketing, LTA partnership, corporate wellness outreach and tiered pricing ensuring accessibility across income groups.
- **Quoting rent confirmed:** £27.50 psf throughout marketing (£287,128 p.a.). Now under offer at £23.50 psf (£245,364 p.a.) — a 10.9% reduction agreed by the landlord after 18+ months of failed B8 marketing.
- **Operator confirmed:** Padel Excel is the direct and committed operator. The company is co-founded and directed by Napoleon Tolner (architect, surveyor/valuer, MCIOB) and Asif Chaudhry (ICIOB, AssocRICS, founder & CEO of the SEC Group). Both directors are actively involved in the facility's development and will operate it directly.

THE PLANNING CASE IN SUMMARY

The totality of the evidence submitted with this response demonstrates the following:

- Unit 12 has been marketed comprehensively and professionally for B8 use for over 18 months through three appointed agents, using all appropriate channels. No B8 offer has been received at any price. The appointed agents actively support the change of use and the landlord has accepted a reduced rent to secure a leisure letting.
- The quoting rent of £27.50 psf was market-appropriate. Other units on the same estate and comparable stock across North London remain vacant at the same rents, confirming a structural market constraint on B8 demand that is not resolvable through further marketing.
- The proposed indoor padel facility will deliver 10–12 direct jobs, generate community health and wellbeing benefits, and bring a persistently vacant employment building back into active use — outcomes that directly serve Haringey's inclusive economy and health objectives.
- Three independent leisure/sport enquiries were recorded at Crusader Estate without any involvement of the applicant, confirming that leisure demand at this location is genuine and market-led.
- All planning policy considerations — NPPF, London Plan Policy E1 and S5, Haringey Local Plan SP8 and SP15 — support the proposed change of use as evidenced in the Planning Statement submitted with the original application.

Padel Excel is committed to engaging constructively with the Local Planning Authority and is available to meet with officers or provide any further clarification required. We respectfully request that the application be progressed to determination on the basis of the comprehensive information now submitted.

Yours sincerely,

Napoleon Tolner & Asif Chaudhry

Co-Founders and Directors

Padel Excel

planning@padelexcel.co.uk

April 2026

Enc: PE-HAR-MKT-004 Rev A | PE-HAR-TRN-001 Rev B | PE-HAR-IER-001 Rev B |
Appendices A–G