

25th August 2026

London Borough of Haringey (Haringey Council)
River Park House
225 High Road
London N22 8HQ

c/o Fusion Group
For the attention of: Isobel Donohoe

Class E Marketing Plan in accordance with the Section 106 Agreement

Rek: 707-725 – Lordship Lane London, N22 5JY (Former Mecca Bingo) Planning Reference Number HGY/2024/0450 and S106 Obligation Schedule 7, 2.1

Overview

Knight Frank has been instructed by Fusion Group to prepare this Marketing Plan in accordance with the requirements of the Section 106 Agreement relating to the Class E commercial unit at 707-725 Lordship Lane, London N22 5JY.

For clarity, the s.106 states:

Relevant obligation:

No later than 18 months prior to the expected Practical Completion of the Class E Unit, the Owner shall submit to the Council the Class E Marketing Plan for approval.

Definitions

"Class E Unit" - the Commercial Unit shown on edge red on the plan attached to this Agreement with Drawing Number 21820-CWA-A4-00-DR-A-8005 Revision P-00 (Extract attached)

"Class E Marketing Plan"

The marketing plan submitted pursuant to paragraph 2.1 below which sets out the strategy for marketing the Class E Unit to operators/tenants to use the Class E Unit as a community food hall at the market rent for such uses and which shall include:

- advertising methods*
- details of the proposed use of the Class E Unit that must include a community focused café which can support older people through providing low-cost meals and a workspace and may include a food hall*

2. Marketing of Class E Unit

2.1. No later than 18 months prior to the expected Practical Completion of the Class E Unit, the Owner shall submit to the Council the Class E Marketing Plan for approval.

2.2. The Owner shall not Occupy, suffer or permit Occupation of the Class E Unit until the Class E Marketing Plan has been approved.

2.3. Following approval by the Council, the Owner shall market the Class E Unit in accordance with the approved Class E Marketing Plan for a minimum period of 12 months

and use reasonable endeavours to secure a lease with an operator who will use the Class E Unit in accordance with the approved Class E Marketing Plan.

This Marketing Plan sets out the proposed strategy for marketing the Class E Unit, including the methods of promotion, target operators, marketing period, occupier selection criteria, and reporting procedures that will be adopted throughout the marketing process. The document has been prepared to provide a clear and transparent framework for the marketing of the premises and to demonstrate how the opportunity will be actively promoted to the market.

Following approval by the London Borough of Haringey, the Class E Unit will be marketed for a minimum period of 12 months. During this period, Knight Frank will undertake reasonable endeavours to secure an occupier in accordance with the requirements of the Section 106 Agreement and the approved Marketing Plan.

Location / Accommodation

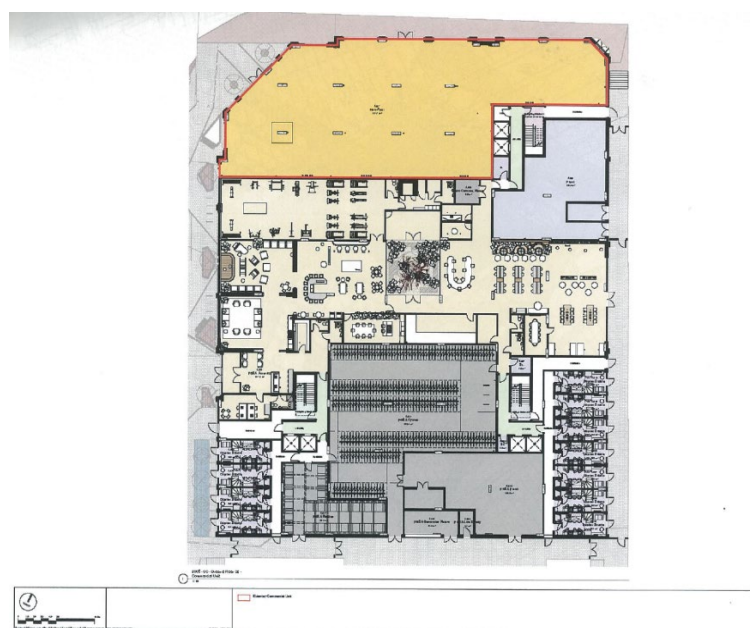
The subject site is located immediately east of High Road (A105), close to its junction with Lordship Lane (A109). Lordship Lane serves as a key arterial route into Wood Green town centre and provides convenient access to major strategic road networks, including Great Cambridge Road (A10) and the North Circular Road (A406). The proposed development is situated approximately two minute walk from Wood Green Underground Station, offering direct Piccadilly Line services across London and onward connections via King's Cross.

The surrounding area forms part of an established town centre environment, characterised by a high concentration of commercial uses, including retail centres, shopping facilities, and leisure amenities. The site benefits from excellent connectivity, with King's Cross accessible in under 20 minutes, the West End in approximately 20 minutes via Finsbury Park, and the City of London in just over 30 minutes.

The Class E Unit is arranged over ground floor only and comprises the following Gross Internal Area (GIA):

Area	Sq. ft	Sq. m
Ground Floor	7,335	681.7
Total	7,335	681.7

A plan of the unit is shown on the below extract plan:



Section 106 Requirements

The Class E Unit forms part of the redevelopment of the former Mecca Bingo Hall. As part of its operation, the former bingo hall provided affordable food to older members of the local community, particularly through low-cost meal provision on Saturdays. During the planning process, the London Borough of Haringey identified the importance of retaining an element of this community function within the redevelopment.

As a result, the Section 106 Agreement requires the Class E Unit to be marketed at market rent for a community-focused café and workspace, incorporating the provision of affordable meals for older residents. The approved use may also include a food hall element, where these support the overall community-focused objectives of the premises.

The marketing process will therefore seek to identify operators capable of delivering these community benefits through a sustainable and viable business model, whilst ensuring that the premises are marketed in accordance with the requirements of the Section 106 Agreement.

Market Terms

If the Class E Unit were to be offered at an open market rent we would recommend a quoting rent of £25 per sq ft, £183,375, say £185,000 per annum exclusive of service charge, rates, insurance and other occupational costs (see rental comparables in Appendix 1).

The S106 however requires marketing the unit at "market rate rent for such uses" i.e. the rate for the community use, not the general Class E market rate.

The specification to a limited target audience will have a significant impact on the achievable rent for the space and as such we would recommend marketing the space on the basis of 'Price on Application' which allows the marketing campaign to engage as many potential occupiers as possible, with none put off by the quoting rent.

Once a party is engaged we would recommend a quoting rent of £100,000 pax, with an accompanying narrative this is significantly below the open market rent to reflect the specific nature of the occupier we are trying to secure. This guide rent will be tested and refined as engagement with occupiers follows.

Beyond the rent, we anticipate the following lease terms to be achievable:

- Lease term: 5-15 years.
- Break options: Years 3, 5 or 10, subject to negotiation.
- Rent review: five-yearly upward-only open market rent reviews, or alternatively CPI-linked reviews subject to agreed caps and collars.
- Rent-free period: approximately 9-18 months, depending on covenant strength, lease length and fit-out requirements.

Handover Specification

The unit will be handed over in a shell condition with capped services, allowing the incoming occupier flexibility in delivering their proposed fit-out and operational requirements.

Marketing Objectives

The principal objective of the marketing campaign is to secure an occupier capable of delivering the community-focused use required by the Section 106 Agreement. The campaign will maximise exposure to relevant operators and demonstrate that reasonable endeavours have been undertaken to secure a suitable tenant.

Target Operator Profile

The marketing campaign will focus on organisations capable of operating a community-focused café offering affordable meals for older people, alongside workspace provision and food hall uses where appropriate. Target occupiers may include social enterprises, charities, not-for-profit organisations,

community café operators, workspace providers and commercial operators with a demonstrable community focus.

Key objectives of the occupier targeting strategy include:

- Identifying operators capable of delivering the required community benefits and the long-term sustainable occupation of the Class E Unit.
- Securing interest from occupiers whose proposed use aligns with the objectives of the approved Marketing Plan and Section 106 Agreement.

This approach will ensure that the marketing exercise remains focused on achieving the intended community outcomes whilst maximising interest from suitable operators.

Marketing Strategies

The premises will be circulated throughout Knight Frank's agency network and occupier databases. This targeted approach will ensure that the opportunity is promoted to a broad range of prospective occupiers whose business models align with the objectives of the proposed use.

In addition, the opportunity will be advertised across a number of recognised commercial property marketing platforms, including Knight Frank's website, PIP NET and NovaLoca, to maximise market exposure and reach. The premises will be supported by marketing particulars setting out the key details of the opportunity.

Alongside the wider marketing campaign, Knight Frank will undertake a targeted direct occupier approach, engaging with operators considered capable of meeting the requirements of the Section 106 Agreement. This will include engagement with community café operators, social enterprises, workspace providers, food hall operators and other suitable organisations. This proactive approach will supplement the wider marketing exercise and assist in identifying occupiers capable of delivering the required community benefits.

In recognition of the community-focused objectives of the proposed use, the marketing exercise will also include proportionate local outreach. This may include direct engagement with relevant local community organisations, charities, voluntary groups and other organisations operating within the local area that may have an interest in the opportunity. Where appropriate, information relating to the availability of the premises may also be shared through local business and community networks to raise awareness of the opportunity and maximise the pool of potential occupiers.

A marketing 'TO LET' board will be installed at the premises to provide visibility of the opportunity to local businesses, community organisations and passers-by, further targeting the local community.

Marketing Period

Following approval of this Marketing Plan by the London Borough of Haringey, the Class E Unit will be actively marketed for a minimum period of 12 months. The marketing will remain active throughout the required period rather than relying solely on the initial launch of the property.

Occupier Selection Criteria

Prospective operators will be assessed on their ability to deliver the objectives of the approved Marketing Plan and Section 106 Agreement, whilst demonstrating a viable and sustainable long-term occupation of the premises.

In considering proposals, regard will be given to:

- The extent to which the proposed use aligns with the community-focused objectives of the Section 106 Agreement.
- The operator's experience, financial standing, and ability to deliver a sustainable business model.
- The potential for the proposal to provide wider benefits to the local community.

Preference will be given to operators whose proposals best satisfy the requirements of the approved Marketing Plan and demonstrate a clear capability to successfully occupy and operate the premises over the long term.

Reporting

Knight Frank will maintain a marketing log throughout the duration of the campaign, providing a detailed record of all enquiries received, viewings conducted, occupier feedback obtained, and marketing activities undertaken. The log will also monitor the progression of lease negotiations and document the rejections from parties, ensuring a transparent and thorough marketing process.

Quarterly marketing reports will be provided to Fusion Group, supported by updates that may arise throughout. This reporting will demonstrate compliance with the Section 106 obligation and evidence the reasonable endeavours undertaken to secure a suitable occupier.

Conclusion

Knight Frank considers that the strategy outlined within this Marketing Plan provides a robust framework for marketing the Class E Unit in accordance with the requirements of the Section 106 Agreement. Through a combination of targeted marketing and direct occupier engagement, reasonable endeavours will be undertaken to secure an occupier capable of delivering the approved community-focused use.

The strategy has been designed to maximise market exposure, demonstrate compliance with the Section 106 obligations and support the delivery of a sustainable occupier capable of providing long-term benefits to the local community.

Appendices

Appendix 1

707-725 Lordship Lane – Retail Comparables

Date	Address	Size (sq ft)	Term	Rent – £/psf	Deal Type	Tenant
May 2026	107-117 Morning Ln, E9 6ND	3,000	10 Years	£23.00	New Lease	Strong Pilates Hackney LTD
January 2026	24-28 Oval Rd, NW1 7DT	4,106	25 Years	£25.00	New Lease	Skinnydip Ltd
December 2025	89 Holloway Rd, N7 8LT	4,619	10 Years	£23.81	New Lease	Escape London
December 2025	638A High Rd, N17 0FD	10,488	5 Years	£16.69	Renewal	Sports Direct
October 2025	1-14 Crown Rd, EN1 1TH	9,576	5 Years	£32.34	Renewal	Pets At Home
September 2025	217-223 Kentish Town Rd, NW5 2JU	7,961	15 Years	£31.40	New Lease	Pure Gym
August 2025	202-208 Regents Park Rd, N3 3HP	3,772	15 Years	£33.14	New Lease	Tesco plc
July 2025	333-337A Southbury Rd, EN1 1TW	10,092	8 Years 8 Months	£23.36	New Lease	JD Gyms
June 2025	240 Upper St, N1 1RU	3,118	10 Years	£28.86	New Lease	Reset Wellness
May 2025	6-10 Hornsey St, N7 8GA	9,331	5 Years	£23.58	New Lease	Feverup
February 2025	10 Jamestown Rd, NW1 7BY	3,140	15 Years	£46.04	New Lease	Nando's
February 2025	25-26 Hampstead High St, NW3 1QA	3,668	10 Years	£49.07	New Lease	Bayley & Sage