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Thank you for your email and I have set out below my response to the consultation with regards to P4.

P4 Land Adjoining Wimbledon Theatre

I consider the most appropriate use for the above site to be offices. I am commenting from two perspectives, as a resident of Wimbledon and as the principal of a commercial development company, Bell Hammer Limited, which is active in the outer London Boroughs eg Hillingdon and the M25 market.

Professionally, I spend a significant amount of time with office occupiers, the majority of whom are looking to occupy new, grade A, sustainably designed accommodation. In addition, I liaise with institutional investors (pension funds and insurance companies) who are constantly seeking to incorporate high quality office buildings within their portfolios. For example, Bell Hammer is currently working with Hermes, the owner of Wimbledon Bridge House. A significant proportion of the aforementioned groups are keen to explore Wimbledon but are frustrated by the lack of opportunities for new office development.

Whilst it is encouraging that Wimbledon is commercially popular with office occupiers and owners, this will only continue if existing businesses in the town can expand or upgrade from smaller or older premises to new buildings. The majority of the office stock in Wimbledon town centre is over 15 years old and modern occupiers are increasingly concerned at the high running costs and environmental impact of ageing plant.

Personally, I believe the site offers an opportunity to develop a modern, attractive building that will utilise a plot that currently detracts from the local street-scene and isolates the theatre in a way that was never intended.

Yours sincerely

Joel Hawkins
Bell Hammer Limited