

20th April 2020

Dear Neighbour,

I hope that this letter finds you and your family well in these unprecedented times.

I am writing to introduce Sloane Stanley's plan for the former Telephone Exchange at 19 Mallord Street, SW3 6AP.

Over the past number of months, we have been thinking carefully about the best way to make the most of the currently vacant 19 Mallord Street. Going forward from the failure of the previous proposal in 2019, we have sought a use that we believe has minimum impact on our neighbours and would not require major physical alterations to this magnificent building.

Alongside finding the right use, we have also focused our efforts on finding an occupant who shares Sloane Stanley's dedication to enhancing Chelsea's local offering whilst respecting the building's legacy and neighbours alike. For these reasons, we have chosen Third Space, a luxury health club with a proven track record across London. We are convinced that their top-quality service will be an asset to the local area, whilst respecting those who already call it home.

Since the new year, we have engaged with local societies, residents' associations and stakeholders' representatives from the Royal Borough of Kensington and Chelsea Council, developing our plans throughout these conversations. We now wish to widen our consultation to include all surrounding neighbours. Therefore, enclosed within this envelope you will find a Q&A booklet, which we hope will provide you with a further insight into our emerging proposals for 19 Mallord Street and will address any initial questions that you may have.

We had originally intended to hold a public exhibition on-site, allowing us to present our proposals in greater detail and give our neighbours the chance to meet the project team in person. However, in light of the Covid-19 outbreak, we have decided to proceed with our consultation virtually. The safety of our residents and our team is the top priority, and by holding a virtual exhibition, we can ensure that neighbours and residents are properly consulted and continue to have the opportunity to share their thoughts and influence the development in a simple and responsible manner.

As such, I would like to direct you to our upcoming online virtual exhibition at www.19MallordStreet.com. This feature is due to go live on **Monday 4th May 2020** and will offer a more detailed presentation of our proposals, as well as provide multiple options for you to leave feedback. The website will also include:

- Exhibition boards detailing our plans
- A feedback questionnaire
- Further information on the project team
- Views of 19 Mallord Street in its current state
- Contact details

We truly believe that our plans to bring 19 Mallord Street back into use will bring new and exciting opportunities to Chelsea. We hope that you are just as excited as we are with the emerging plans. If you should require additional assistance in accessing our virtual exhibition, or simply wish to talk directly to a member of the project team, please do not hesitate to contact us via the details included below and we will be happy to help.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'D Greenish', with a large, stylized 'D' at the top and a horizontal line across the middle.

Mr. Damian Greenish
Chairman of Trustees
The Sloane Stanley Estate

T: 020 3900 3676

E: Consultation@19MallordStreet.com

W: www.19MallordStreet.com (From 4th May 2020)