



## RETAILER PROFILE & PROPOSAL

*13a Bateman Street*

*April 2018*



# ABOUT REGULATION

**Regulation was established in 1991 and was one of the first specialist fetish manufacturers for gay men in Europe. From our workshop and a showroom based in Angel, North London, we built a reputation within the gay fetish scene worldwide over 27 years.**

We currently stock a wide range of specialist fetish clothing, toys and premium BDSM items. This range also includes specialist furniture made in the UK by our sister brand, Fetters.

Fetters is based in Warwick and was purchased by Regulation (GB) Ltd in 2015. We currently employ over 30 staff members between London and Warwick.

We manufacture ready-to-wear and bespoke leather and latex clothing for the Regulation brand at our premises in Blackhorse Road, North London. This location is also home to our design studio, warehouse and company offices. Products can be found in our showroom and on our website, which currently accounts for almost half of all sales.

## SITUATION

Our Islington showroom has not changed a great deal in 27 years and due to upcoming redevelopment of our current premises, a relocation is an exciting opportunity for us to establish a presence in the heart of Soho and invest in the re-design of our primary retail space.

## OUR CUSTOMERS

Our primary customers are gay males between the ages of 25 - 60. Due to our specialism, passing trade represents only a small contribution to our business. We believe it's important we are situated in a location that is easily accessible and comfortable for LGBT individuals.



## PRODUCTS

The majority of our product ranges are split between 5 distinguishable categories.

Category	Examples	Percentage
Clothing	Leather, latex, clubwear, sportswear.	50%
Restraints & Playroom Furniture	Fetters furniture and specialist fetish equipment including masks.	20%
Sex Toys	Branded dildos, butt plugs & similar toys.	20%
Specialty	Role play accessories, medical fetish, E-Stim products.	5%
Lubes & Essentials	Aromas, personal lubricants and condom ranges.	5%

We do not sell R-rated DVDs/Magazines and have no plan to do so.

As well as ready-to-wear clothing we also offer made-to-measure tailoring services for latex and leather wear via our showroom.



Interior of current Islington Showroom





# 13a Bateman St.

## PROPOSAL

We propose a relocation of our Islington retail showroom to a new and licensed retail unit in the heart of Soho. A location that complements our historic roots in the LGBT community, but is situated on a side street, somewhat withdrawn from the hustle and bustle of Old Compton Street.

### RETAIL SPACE

Our store will consist of a ground and basement sales floors. spacious changing rooms, a seating & consultation area, upper and lower sales counters, WC, stock/staff room.

The Regulation store's styling will combine clean industrial elements with red feature accents and dramatic spot lighting.

Our new store will make creative use of graphics, light, wall materials and include zoned product areas. We also endeavour to make use of natural features such a bare brick and concrete wherever possible.

# **LICENSING**

## **LOWER GROUND LEVEL**

Some of our product ranges in the lower ground level will require a Sex Establishment Licence as covered under the Local Government (Miscellaneous Provisions) Act 1982. We will apply to Westminster Council for a Sex Shop licence that concerns the basement of the premises.

## **GROUND LEVEL**

Products displayed at ground level will not be restricted items, however, only persons over the age of 18 will be permitted onto our retail premises. Staff are trained to request ID where they suspect an individual is under 18..

# **NOISE AND ENVIRONMENTAL IMPACT**

Due to the nature of our business, we do recognise the importance of existing cohesively and respectfully amongst local residence and businesses. This has enabled us to reside in Angel for so long and we wish to replicate this with new premises.

## **STREET PROFILE**

We don't see our retail experience as seedy but we acknowledge that many of our sex based products should have a consenting audience that is restricted. As such, we don't seek to shock or offend. We aim to keep a respectful profile to passers-by, who should be able to make an accurate impression of our business, whilst not being offended by our window dressing or branding.

## **NOISE & MUSIC**

Ambient background music will be played throughout the ground and lower ground levels of the unit but there will be no audible music outside of the retail space.

Our existing policy is to ensure all neighbours have a person of contact in case of disturbance or similar concerns. We will continue this.

## **RETAIL FRONTAGE**

A long black panel section will be installed on the upper section of the unit fascia with our white logo extruded 5cm from the surface. This will be illuminated internally. We will install an illuminated swing sign, protruding from the exterior of the unit by approximately 50cm, to the right of the entrance door.

The two main window faces will remain open. Seasonal displays will be rotated in the primary window space using components such as suspended display boards, mannequins and window decals. Our design preference is artistic but minimal.

## **ACCESSABILITY**

We will offer portable ramp access to wheelchairs from the pavement to the interior ground level.

Our sales team are trained to assist customers with any additional access requirements. We also have an extensive online catalogue which can be browsed in store with our sales team. This is offered as a companion sales tool where access to the lower ground level is restricted.

## **SAFETY & SECURITY**

We will employ digital CCTV to adequately monitor all areas of our premises and will have a 24-hour monitored intruder alarm installed professionally.

A fire monitoring and alert system will be installed on both levels.

# CONTACT

Further information regarding our proposal can be requested from:

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## ADDITIONAL COMPANY DIRECTORS

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