

Capstone Project - The Battle of Neighbourhoods - London Restaurant



Aim

Find a location for a Free From Restaurant outside of Central London

Estimated at £934 million in 2019, the UK free-from food and drink retail market has enjoyed stellar growth over the past five years, more than doubling in value, supported by a raft of factors. The dairy-/lactose-free segment continued to outpace gluten-/wheat-free in 2019, with sales estimated to reach £517 million and £416 million respectively.

(source UK Free-From Foods Market Report
<https://store.mintel.com/uk-free-from-foods-market-report>)



Problem

The project will look at London, but avoiding central London as rent and rates will be too high

Will try to find an area where there are food venues already, but none that specifically cater for the free from market.

Areas with existing food venues tend to become 'the area to go to'. More practical than being located in an obscure place just because there are no existing venues.

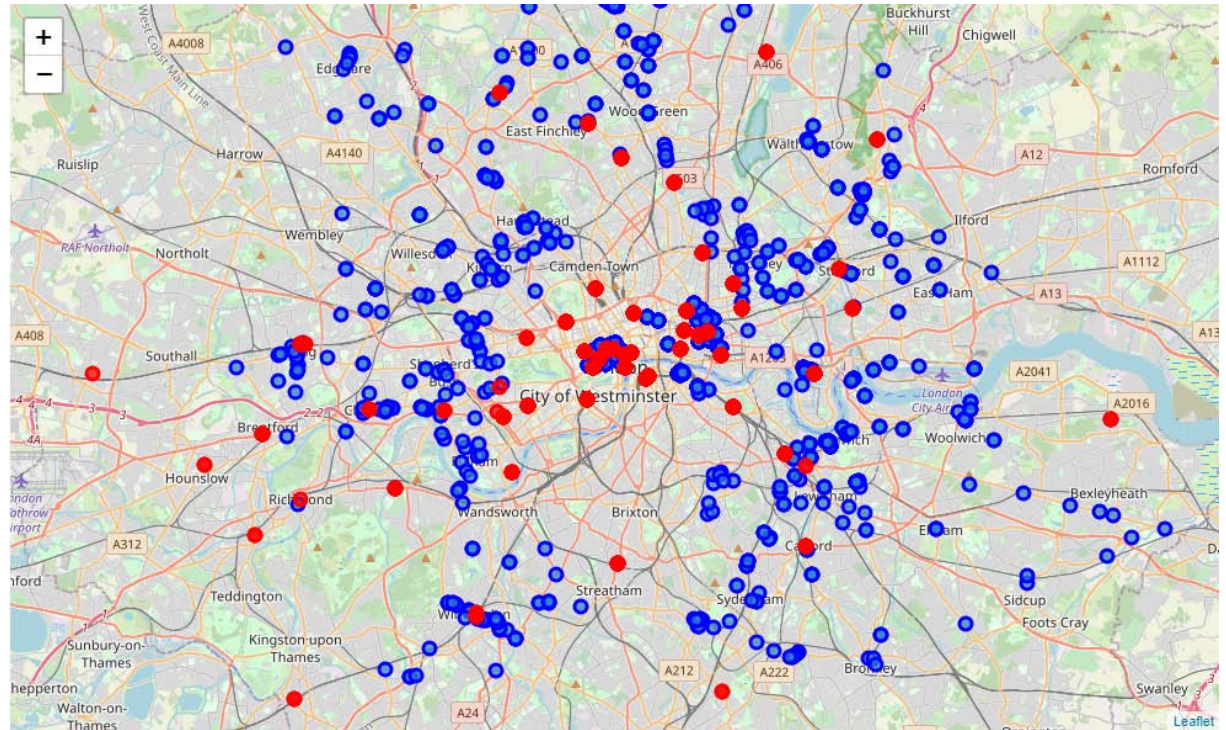


Initial Analysis

Map showing
food venues
around London

● Food Venues

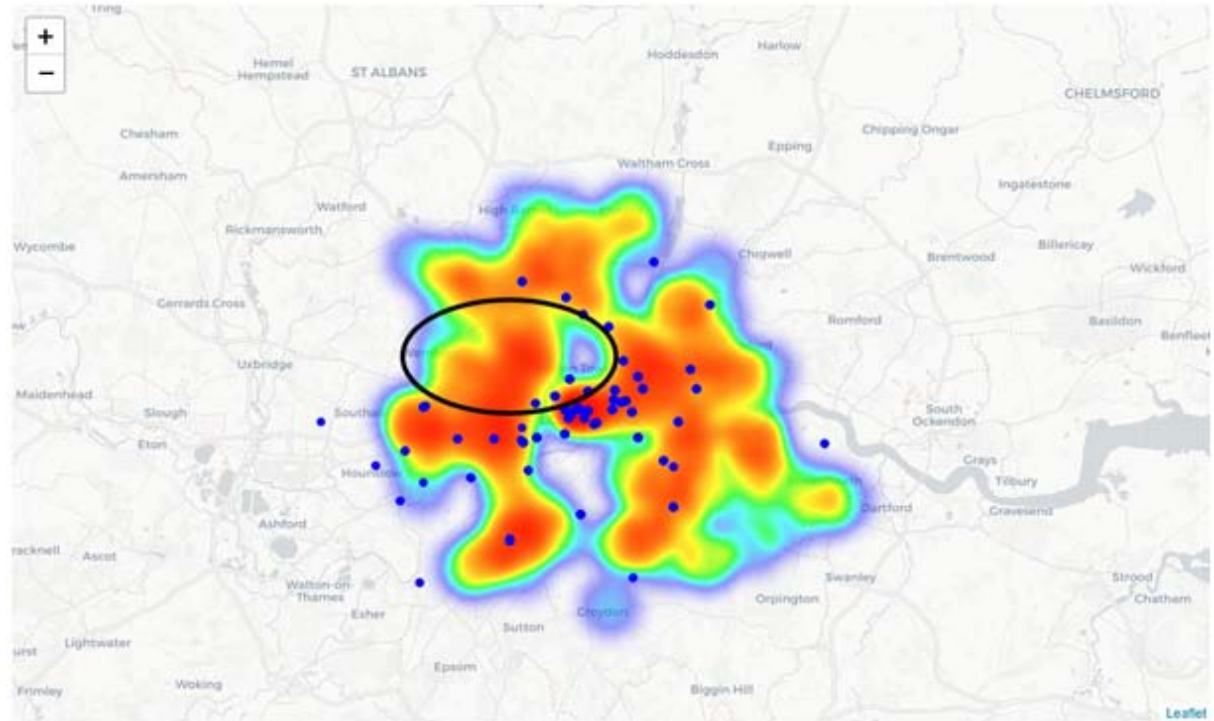
● Free From
Venues



More Analysis

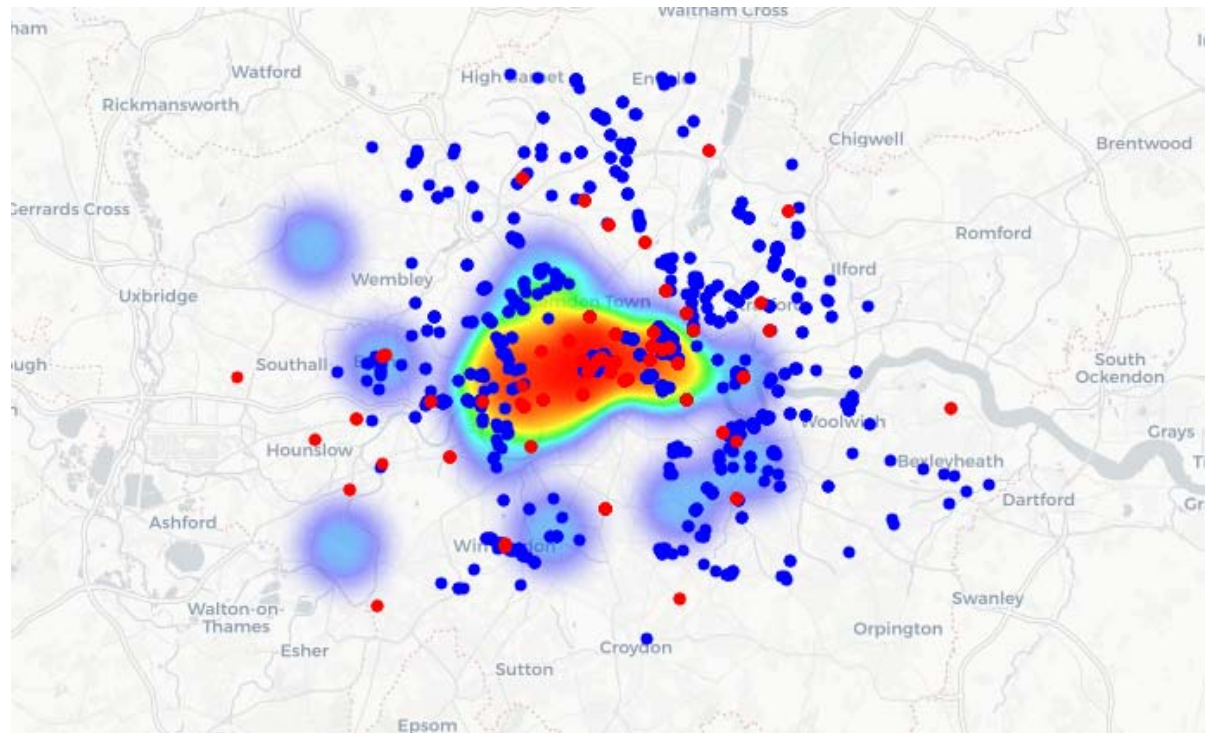
Using a heatmap and blue dots for the Free From venues it easier to see a potential area.

● Free From Venues



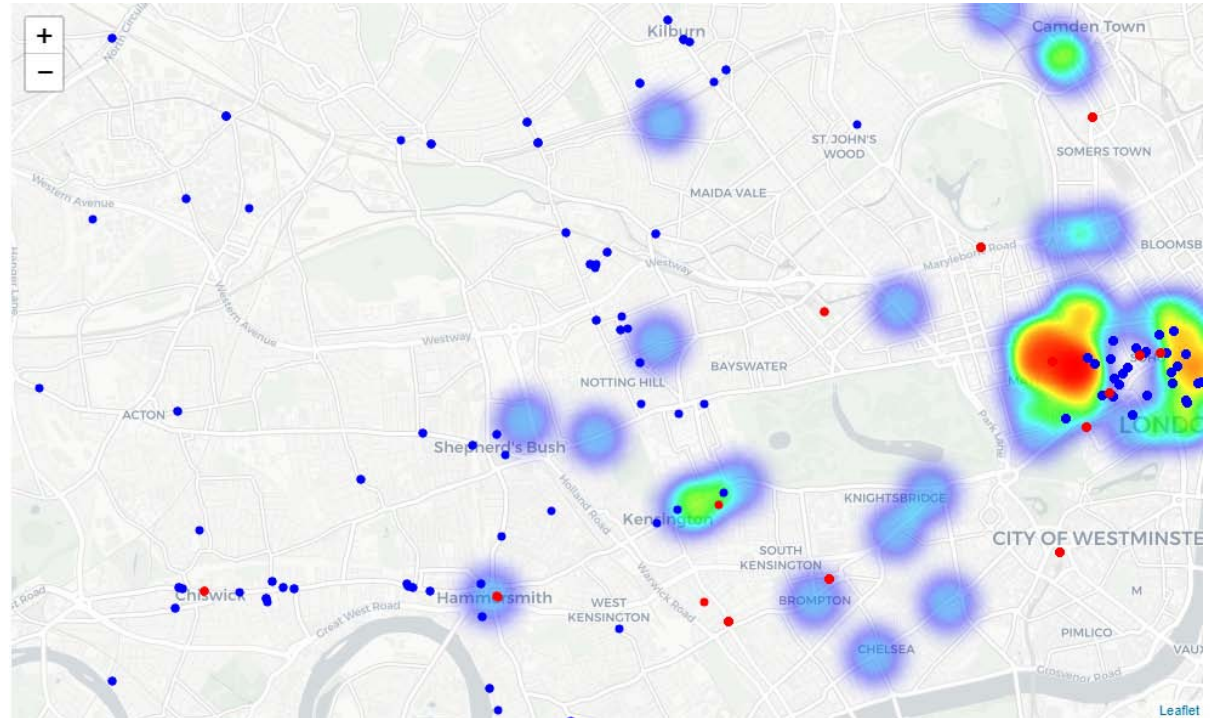
Available Property

Using a heatmap
we can see there
are properties
available in the
area highlighted



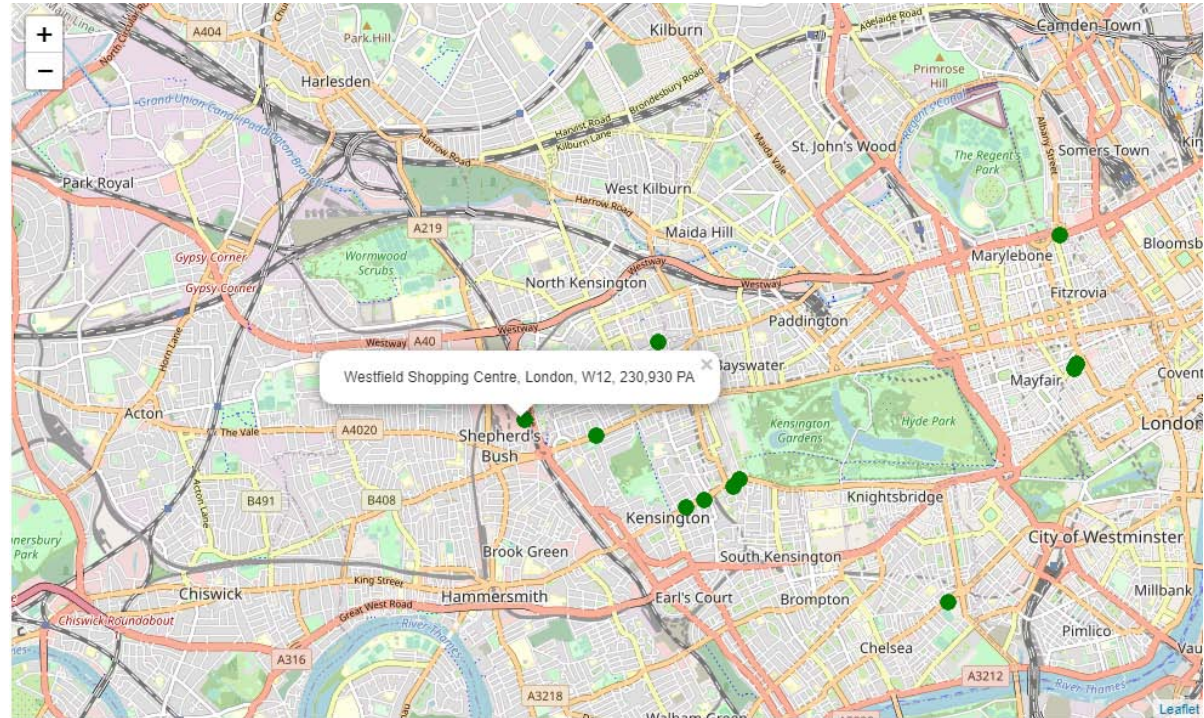
Notting Hill

On closer inspection there are no Free From venues in Notting Hill and only one venue to the east and one to the south.



Conclusion - Notting Hill

There is a property in Notting Hill with a rental of £1,160,000, however there is a property just off Holland Road for £237,000 PA



There are 66 other properties in this Postcode area available in the report along with this presentation

