

# Case Study

## The Massage Company

**Client:** The Massage Company  
**Project:** Massage Centre (Sui Generis)  
**Scale:** Several Massage Centres  
**Services:** Strategic Planning Advice, Planning Services



*“Over the years we have presented White Peak with various challenges and they always step up to the mark. Their approach enables the council to fully understand the benefits of our new and innovative company, and thanks to them our business is thriving. We look forward to working with them again in all of our future endeavours.*

**Elliot Walker,**  
Founder and Commercial Director,  
The Massage Company Ltd.

On behalf of our longstanding client The Massage Company, White Peak Planning has obtained a series of unique planning permissions. The Massage Company represents an innovative franchise of massage centres that offer affordable massage services to the public, which are normally only found in more expensive spa resorts or physiotherapy clinics.

We achieved planning permission in 2015 for their first centre, for the Change of Use from Food and drink premises (A3) to Sui Generis for massage, business and retail of massage products.

White Peak successfully argued that the proposed change would bring a long-term vacant unit into use, providing new leisure and flexible employment opportunities to Camberley Town Centre.

We later obtained planning permission for the Change of Use of a Grade II Listed Building in the centre of Tunbridge Wells from retail (A1) to a Sui Generis use. We worked closely with the Conservation Officer to ensure that a suitable scheme was designed that would not harm the significance of the Listed Building.

Most recently, White Peak Planning has obtained a non-material amendment (NMA) to an existing planning permission at Unit 5C, Mulberry Walk, Sutton Coldfield. The NMA is for the extension of the first-floor mezzanine to allow for the creation of a staff room with access to natural light.

White Peak continue to provide on-going strategic planning advice for the Massage Company and their franchisees in relation to their ongoing portfolio of massage centres.



For more information about this project please contact Rob White at:

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