

Planning Statement

The Retreatory & Remedy Health Clinic, 2a High Street, East Grinstead, RH19 3AW

The Retreatory is a well-established medical aesthetics clinic, which has been based in East Grinstead for 4 years, and brings together decades of professional medical experience in their team. In addition, Remedy Osteopathy has been working with and operating from The Retreatory for the last 3 years as part of their team of healthcare professionals. The Retreatory moved to 2a High Street in October 2019 as part of their expansion plans, in doing so they lost their high street frontage, but gained more space. With no on street frontage, many people are unaware of the presence or of these services within the centre of East Grinstead and both businesses would like to let more residents of East Grinstead know of their location and the services they offer, and hopefully provide some educational information for residents as well. New clients to the clinic often struggle to find the entrance which is in the side of the building just into judges close, an on-street sign would help to direct them to the correct location more effectively.

We are extremely conscious of the historic beauty of the High Street in East Grinstead, and felt that a wooden, traditional A board sign would be most appropriate for this location, we have chosen a location that would not block any pedestrian access to the high street, not block vehicular access to Judges Close and it would not prevent any access issues for other local businesses. We will ensure that the sign is securely placed and is stored securely when the clinic is not open. All advertising used will comply with ASA guidelines, as required by our professional codes of conduct.

We feel that the additional signage directing people to the clinic and informing them of our presence will bring great benefits to what is already a growing business and brings many people into East Grinstead to visit the clinic. We will also be able to advertise free services for members of the public such as skin checks by our nurses and consultants, free advice and talks by Osteopaths and other professionals and events happening with the clinic. We would happily participate in East Grinstead town council promotions and events, and would be able to use our sign to help promote these as well if the council asked.