

POTS & PITHOI

Planning statement

Private Trade Tours and Events

The business specialises in the sale of hand-thrown terracotta pottery, with a significant proportion of customers comprising garden designers, landscape professionals and other members of the horticultural trade.

David has led Pots & Pithoi since 2017, developing the business into one of the United Kingdom's leading suppliers of authentic Greek terracotta planters. David is also an award-winning landscape contractor and has contributed significantly to the wider landscape industry through education, training, and professional representation. His work has included teaching garden design and construction at Merrist Wood, the Inchbald School of Design, and The London College of Garden Design, as well as delivering workshops and lectures for industry organisations including BALI, the Society of Garden Designers, and the RHS.

As part of the continued development of the business, we would like to host occasional private tours and small trade-focused events at the premises, primarily for garden designers and other industry professionals.

These visits would provide an opportunity for attendees to view the pottery collection, understand more about the traditional hand-thrown manufacturing process, and explore how different designs can be incorporated into garden and landscape projects. They may also include product demonstrations, informal presentations and discussions relating directly to the pottery and its use within garden design.

The proposed tours would be ancillary to the established retail and commercial activities undertaken at the premises and would not represent a separate or independent use. They would be organised on a pre-booked basis, for relatively small groups, and would take place within the normal operation of the business.

The intention is to provide a more informative and engaging experience for professional customers while supporting the existing pottery business and strengthening relationships with the garden design and landscaping sector.

Late-Night Shopping – Thursdays, 5:00pm–8:00pm, November and December

The winter months have traditionally been the quietest trading period for Pots & Pithoi, with demand for pottery and garden-related products naturally reducing as the main gardening season comes to an end.

Historically, Pots & Pithoi also hosted the “**Christmas Cornucopia**” during the run-up to Christmas, establishing a longstanding tradition of welcoming customers to the premises for seasonal Christmas shopping.

We are therefore proposing to introduce a limited period of **late-night shopping between 5:00pm and 8:00pm every Thursday throughout November and December.**

The purpose of these extended opening hours would be to provide customers with greater flexibility to visit outside normal working hours during the Christmas period and to support retail activity during what is traditionally the quietest part of our trading year.

The late-night shopping evenings would remain consistent with the existing retail character of the premises and would operate for only three additional hours on one evening per week, for a limited two-month period each year.

The proposal is intended to help sustain the viability of the existing business through the quieter winter months while continuing the site's established tradition of seasonal Christmas retail.

Standard Opening Hours – 9:00am to 5:00pm, Seven Days a Week

The premises currently operate **Monday to Saturday from 9:00am to 5:00pm**, with reduced opening hours of **10:00am to 4:00pm on Sundays.**

During the quieter winter months, we have recently taken the decision to close on Sundays, as the reduced trading hours and lower seasonal footfall make Sunday opening increasingly difficult to justify commercially.

We would therefore like to propose a consistent set of standard opening hours of **9:00am to 5:00pm, seven days a week.**

This would provide greater operational flexibility and allow the business to respond more effectively to seasonal demand, particularly during the **spring and summer months**, when customer visits and garden-related sales are naturally higher.

The proposed change would represent an extension of only **one hour at the beginning and one hour at the end of the existing Sunday opening period**, bringing Sunday trading into line with the hours already operated from Monday to Saturday.

Having consistent opening hours across the week would make Sunday trading a more viable option during the busier periods of the year, while still allowing the business to reduce or suspend Sunday opening during quieter periods where appropriate.

The proposal is therefore intended to provide the business with greater flexibility to operate sustainably throughout the year, rather than requiring the premises to remain open for the full permitted hours on every Sunday.