SPECIALTY COFFEE SHOP

Chatsworth Road, Hackney

E5 0LH | Location Report · 2 Apr 2026

This location shows strong potential for a specialty coffee shop. Moderate competition with a clear gap in evening service and specialist pour-over. Growing foot traffic from nearby office developments, but rising occupancy costs and a dominant independent competitor warrant careful positioning.

Opportunity score: **7/10**

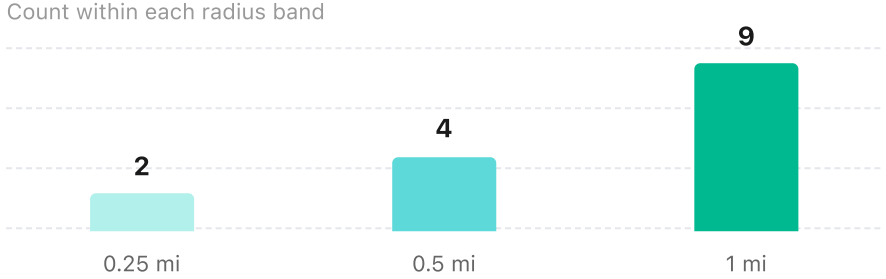
Competitor Landscape

All competitors within walking distance of your proposed location

15	6.2k	Mid-range	47%
TOTAL COMPETITORS (1 MI)	COMBINED REVIEWS	DOMINANT PRICE TIER	RATED ABOVE 4★

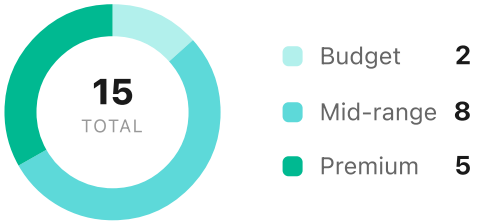
Competitors by Distance

Count within each radius band



Price Segments

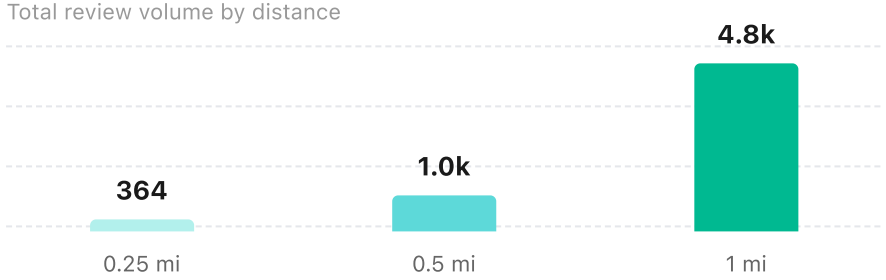
Within 0.5 miles



Most competitors sit in the **mid-range** tier

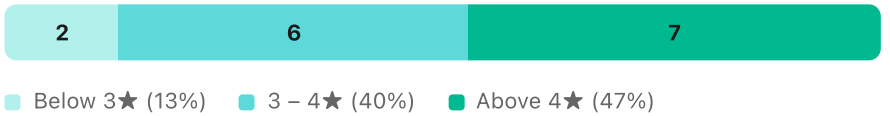
Reviews / Footfall Proxy

Total review volume by distance



Ratings Distribution

Quality breakdown of nearby competitors

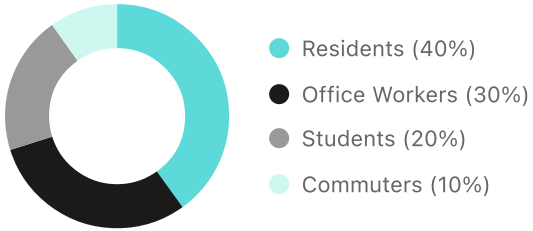


47% of competitors are rated above 4★

Market Size & Demand

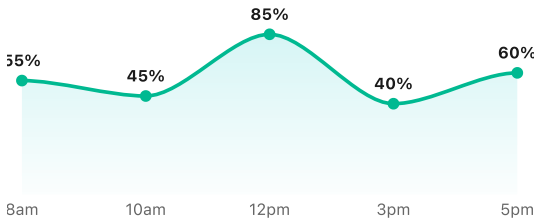
Who is nearby, when they pass, and whether they're spending

CUSTOMER PROFILE

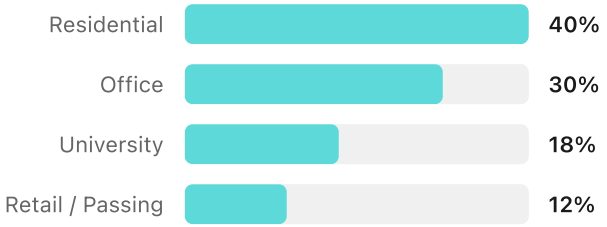


Estimated Activity by Hour

Relative foot traffic throughout the day

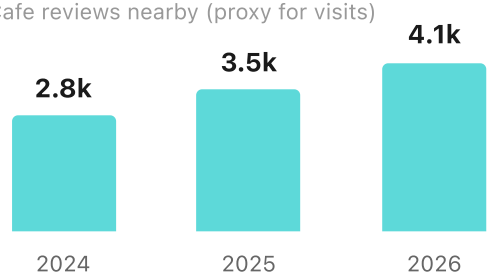


MAIN SOURCES OF DEMAND



Spending Signals

Cafe reviews nearby (proxy for visits)



GROWTH INDICATORS

New Office Development

12-storey office on Mare Street approved — ~800 workers expected by 2027

Hackney Council Planning Portal

Cycle Lane Expansion

TfL CS1 extension through Chatsworth Road increases passing traffic

TfL Consultations 2025

AREA POTENTIAL

High

Growing residential and office population with limited specialty coffee options within 0.25 miles. Sunday market drives strong weekend footfall. Evening service gap is a clear opportunity.

Existing Competitors Overview

	Relevance	Price	Reputation	Overall threat
Dark Arts Coffee Established specialty roaster with industrial aesthetic an...	●●●●● **Very similar** Specialty coffee, same street, 150m away	●●●○○ **Similar pricing** Flat white £3.80, limited food	●●●●● **Excellent** 4.7/5 Google (567 reviews), trending up	●●●●● **High threat** Same street, better rating, strong brand
Fika Scandinavian-inspired cafe with strong brunch offering....	●●●○○ **Similar** Brunch cafe, 0.4 miles, different vibe	●●○○○ **Lower pricing** Flat white £3.20, brunch £8–14	●●●●○ **Very good** 4.4/5 Google (423 reviews)	●●●○○ **Medium threat** Different positioning — brunch-first, coffee secondary
Wilton Way Cafe Neighbourhood staple with a loyal local crowd. Simple...	●●●○○ **Similar** Independent cafe, 0.3 miles, neighbourhood feel	●●○○○ **Lower pricing** Flat white £3.00, sandwiches £5–7	●●●●○ **Very good** 4.5/5 Google (312 reviews)	●●○○○ **Low threat** Different audience — families and regulars, not specialty seekers
Climpson & Sons Well-known East London roastery with cafe and arch...	●●●●○ **Very similar** Specialty roaster-cafe, 0.6 miles	●●●●○ **Higher pricing** Flat white £4.20, filter £3.80	●●●●● **Excellent** 4.6/5 Google (890 reviews), London-wide reputation	●●●●○ **High threat** Strong brand, overlapping audience, but further away

Gap in the Market

- No specialty pour-over or single-origin focus within 0.25 miles
- Evening service opportunity — most competitors close by 5–6pm
- Park-adjacent location with outdoor seating potential

See all competitors →

RiskWhisper

	Relevance	Price	Reputation	Overall threat
Dark Arts Coffee Established specialty roaster with industrial aesthetic and loyal following...	●●●●●	●●●○○	●●●●●	●●●●●
	Very similar Specialty coffee, same street, 150m away	**Similar pricing** Flat white £3.80, limited food	**Excellent** 4.7/5 Google (567 reviews), trending up	**High threat** Same street, better rating, strong brand

Strengths

- Cult following with 18,000 Instagram followers
- Own-roasted beans create unique offering
- Regularly featured in London coffee guides
- Recently renovated with larger seating capacity

Weaknesses

- Limited food menu — mostly pastries
- No evening service — closes at 5pm
- No outdoor seating despite park proximity
- Less established community relationships

Threats

Areas to watch

Expanding food menu
Recent job posting for a chef suggests food expansion

Opportunities

- Offer a broader food menu to capture lunch crowd
- Evening opening could capture the after-work market they miss
- Your terrace gives you a summer advantage they can't match

RiskWhisper

	Relevance	Price	Reputation	Overall threat
Fika Scandinavian-inspired cafe with strong brunch offering. Popular with young...	●●●○○ **Similar** Brunch cafe, 0.4 miles, different vibe	●●○○○ **Lower pricing** Flat white £3.20, brunch £8–14	●●●●○ **Very good** 4.4/5 Google (423 reviews)	●●●○○ **Medium threat** Different positioning — brunch-first, coffee secondary

Strengths

- Strong weekend brunch trade with consistent queues from 10am
- Good interior design and Instagram-friendly space
- Loyal repeat customer base — strong on community feel
- Well-reviewed pastries and baked goods (in-house baker)

Weaknesses

- Coffee is secondary to food offering — uses generic wholesale beans
- Long weekend queues deter time-pressed customers
- Limited weekday evening trade — closes at 5pm most days
- No loyalty programme or app — misses retention opportunity
- Small kitchen limits menu expansion

Threats

Immediate risks

New brunch competitor on Mare Street
A new all-day brunch concept opening 0.3 miles away could split Fika's weekend crowd

Areas to watch

Planning application for rear extension
Hackney Council planning portal shows application for kitchen extension — would allow expanded food menu

Opportunities

- Position as the weekday coffee destination vs their weekend brunch focus
- Faster service model could capture time-pressed customers they lose to queues
- Offer specialty single-origin coffee — a clear gap in their menu
- Evening service with wine and small plates would face no overlap

RiskWhisper

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Wilton Way Cafe Neighbourhood staple with a loyal local crowd. Simple menu, strong communit...	●●●○○ **Similar** Independent cafe, 0.3 miles, neighbourhood feel	●●○○○ **Lower pricing** Flat white £3.00, sandwiches £5–7	●●●●○ **Very good** 4.5/5 Google (312 reviews)	●●○○○ **Low threat** Different audience — families and regulars, not specialty seekers

Strengths

- Deep community roots — 10+ years on the street
- Dog-friendly with outdoor seating on Wilton Way
- Strong word-of-mouth among local families and dog walkers
- Low prices attract price-sensitive regulars

Weaknesses

- Basic coffee offering — no pour-over or single origin
- Dated interior hasn't been refreshed in years
- Limited evening trade — closes by 4pm
- No social media presence — under 500 Instagram followers
- Small menu with little seasonal rotation

Threats

Immediate risks

Lease renewal uncertainty
Lease reportedly up for renewal in 2026 — landlord may increase rent significantly given area regeneration

Areas to watch

Potential refurbishment
Owner mentioned plans for a refresh on local community Facebook group — could modernise the offering

Opportunities

- Capture the specialty-seeking customers they don't cater to
- Evening hours would face no competition from this venue
- Their lack of digital presence means you can dominate local search results
- Offer a premium tier that their price-sensitive regulars may trade up to on occasion

RiskWhisper

	Relevance	Price	Reputation	Overall threat
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Strengths

- Own-roasted beans with national distribution and wholesale reputation
- Events and cupping sessions build strong community loyalty
- Large space with flexible seating — handles groups and remote workers
- Strong online presence with 25,000+ Instagram followers
- Featured regularly in national coffee guides and press

Weaknesses

- 0.6 miles away — less convenient for Chatsworth Road foot traffic
- Can feel impersonal at busy times — destination rather than neighbourhood cafe
- Limited food menu — mostly pastries and toast
- Higher price point may deter everyday regulars
- No outdoor seating — misses summer trade

Threats

Immediate risks

Wholesale brand awareness
Their beans are stocked in 40+ London cafes — customers may compare your offering to theirs by default

Areas to watch

Second location rumoured
Social media hints at a smaller takeaway-focused site — if it's closer to Chatsworth Road, direct competition increases significantly

Evening events expansion
Recent Instagram posts suggest they're testing supper clubs and evening events — could capture the after-work crowd

Opportunities

- Be the neighbourhood alternative to their destination-cafe model
- Stronger food offering would differentiate clearly — they're weak on lunch
- Your terrace and outdoor seating is an advantage they can't replicate
- Position as the friendly local vs their more polished, impersonal brand

Local Rent Market

Chatsworth Road has multiple vacant retail units, creating a tenant-friendly negotiation environment. Rents for food-use units range £21–62/sq ft depending on size and condition.

CURRENT MARKET RATE

£21–62 per sq ft

Chatsworth Road, E5

Rightmove Commercial, PropertyLink (March 2026)

MARKET TREND

→ +1.9%

forecast for 2026

CBRE Central London Retail Market Report H1 2026

NEARBY VACANCIES

4 units

within Chatsworth Road

Multiple vacancies give strong leverage for lease negotiation

What This Means For You

✓ **Tenant-friendly market**

4+ vacant units on Chatsworth Road. East London vacancy at 14.8%. Negotiate hard on rent-free periods and break clauses.

i **Typical lease terms**

5–10 year leases common in the area. Expect 3–6 month rent-free fit-out period in current market.

! **Regeneration pressure**

Mare Street regeneration may push rents up 10–15% over the next 3 years as the area improves.

Local Cost Landscape

What it actually costs to set up and run a cafe on Chatsworth Road. Local rates relief, Hackney-specific grants, and the lending options available to new food businesses in this area.

Business Rates

CURRENT RELIEF

Up to 100% off

Hackney Small Business Rates Relief • Cap: Rateable value under £15,000

1 April 2026 **Hackney Revaluation**

Hackney Relief

HACKNEY BUSINESS RECOVERY GRANT

New food & drink businesses in E5 postcode

Up to £2,500 one-off grant

Hackney discretionary rate relief under review — new applicants may face stricter criteria from April 2027

Insurance

Rising

Hackney E5 premiums 15% above London average

Flood risk zone proximity and high-street theft rates push up quotes for Chatsworth Road units.

Get 3+ local broker quotes. Expect £4,000–6,000/year for combined cover on this street.

Interest Rates

↓ Falling

BANK OF ENGLAND

7.2–9.5%

As of March 2026

FORECAST END 2026

~6.8%

Local Economic Conditions

Mixed

Hackney offers a young, professional demographic with strong independent retail culture. However, rising living costs are squeezing discretionary spending — a key consideration for a premium coffee concept.

Demographics & Customer Base

Positive

- → Median age ~34 — core specialty coffee demographic
- → High proportion of young professionals and creatives
- → Strong independent retail culture — residents support local businesses
- → Population growing steadily with new residential developments
- → Above-average household income for Inner London

Housing & Living Costs

Negative

- → Average rent £2,600/month — up 8% year-on-year
- → Rising mortgage costs squeezing homeowners
- → High living costs reduce discretionary coffee spend
- → Some residents trading down from premium to mid-range
- → Student population more price-sensitive

Consumer Spending

Mixed

- → Cafe transactions in the area growing slowly year-on-year
- → Weekend spending stronger than weekday
- → Delivery orders growing — consider Deliveroo/UberEats from day one
- → 29% of consumers actively seeking deals and offers
- → Subscription coffee models gaining traction locally

Local Rules & Compliance

What Hackney Council requires before you can trade on Chatsworth Road — plus national rules that apply to every new food business. Local licensing timelines, planning restrictions specific to this street, and upcoming cost changes to budget for.

Hackney Local Requirements

- → Hackney food business registration — free, but allow 28 days before trading
- → Chatsworth Road pavement licence for outdoor seating — £100/year (council backlog: ~6 weeks)
- → Class E use covers cafes, but some Chatsworth Road leases have restrictive covenants — check before signing
- → Hackney noise policy: no amplified music after 11pm in residential-adjacent units
- → Waste collection via Hackney commercial waste service — £800–1,200/year depending on bin size
- → Food hygiene rating inspection within 28 days of opening — Hackney average wait currently 5 weeks

National Cost Changes (April 2026)

- → National Living Wage rises to £12.21/hour (+6.7%) — affects all hospitality hires
- → Employer National Insurance contributions increase — budget extra ~£1,200/year per full-time employee
- → Business rates revaluation — new multiplier system (local impact covered in Cost Landscape)
- → Statutory sick pay rate increase expected
- → Auto-enrolment pension contribution unchanged at 3%

Food & Safety Compliance

- → Allergen labelling required for all food served (Natasha's Law)
- → HACCP food safety management system — mandatory before first trade
- → Staff food hygiene certificates (Level 2 minimum) — Hackney runs free courses quarterly
- → Fire safety risk assessment mandatory — book with Hackney Fire Safety before fit-out
- → Premises licence required if serving alcohol — Hackney licensing committee meets monthly