

Future Viability - Comparative Study

17 York Way, N7

1. This Study supports an application for the renovation of the existing public house (*Sui generis* use) at ground floor and basement level and the redevelopment above to provide seven new homes in four storeys of flatted accommodation (Class C3).
2. In accordance with the London Borough of Camden's Pub Guidance (CPG), the application is encouraged to demonstrate that the marginal loss of ground floor floorspace and the loss of the ancillary accommodation above would not prejudice the ability of the public house to operate viably following the re-development.
3. Of course, it is not possible to provide quantifiable evidence of a future business's financial viability. Comparisons with the existing operator's budget are moot because it is not possible to extract from this data the degree to which the ancillary accommodation and public house use may have a symbiotic effect. Furthermore, the proposed re-provided public house will significantly visually enhance the site and would be a 'better offer' relative to the existing public house provision. The existing public house, on the other hand, is not considered to be a high-quality public house in terms of its physical presentation.
4. Therefore, the best option is to undertake a comparative analysis of public houses with similar characteristics. By understanding the viability of these comparable public houses, the future viability of the public house on site can be deduced.
5. The viability study is as follows.

Methodology

6. The presented findings show comparable public houses, which were selected based on several criteria. The selected sites are considered to be similar in size, location, and features to the proposed re-provided public house. The selection criteria are:
 - Comparable or smaller trading floorspace
 - Comparable or fewer features, e.g., a small kitchen function for 'pub fare', seating on pavement
 - Comparable location relative to central London, i.e., generally closer to stations in TfL fare zone 2 or 3
7. Trading floorspaces are based on either the site area reported in previous planning applications or, when such information is not unavailable, a manual measurement of the building footprint using Google Maps.

8. The comparable sites' licenses were reviewed to determine their features and offerings. The existing public house on the application site is licensed for the sale and consumption of alcohol on premises and the playing of recorded music. These licensed features are considered appropriate in planning terms for the proposed re-provided public house.
9. The majority of the public houses included in the audit have a kitchen function.
10. No public houses included in the audit have the following features:
 - Ancillary accommodation
 - Beer gardens
 - Function rooms
 - Enclosed outdoor seating
 - Private hire space separate from main, ground floor area

Pub Audit

Pub Name	Address	Borough	Approx. Trading Floor-space (m ²)	No. of Years Trading
Elephants Head	222-224 Camden High Street, NW1 8QR	Camden	46	Since at least July 2008
The Marquis of Cornwallis	304 Bethnal Grn Rd, Bethnal Green, London E2 0AG	Tower Hamlets	60	Since at least June 2008
The Bedford Tavern	160 Seven Sisters Rd, Finsbury Park, London N7 7PT	Islington	83	Closed in 2009, reopened in Nov 2014
The Grapes	76 Narrow St, London E14 8BP	Tower Hamlets	90	1975
Ye Old Rose & Crown Greenwich	1 Crooms Hill, London SE10 8ER	Greenwich	90	Since at least June 2008
Lord Morpeth	402 Old Ford Road, E3 5NR	Tower Hamlets	96	Since at least July 2008
The Hand & Racquet	25 - 27 Wimbledon Hill, SW19 7NE	Merton	99	Since at least Aug 2012
Bow Bells	116 Bow Rd, Bow, London E3 3AA	Tower Hamlets	100	Since 1860
The Crown Limehouse	667 Commercial Rd, London E14 7LW	Tower Hamlets	102	Since at least Aug 2008
Florist Arms	255 Globe Rd, Bethnal Green, London E2 0JD	Tower Hamlets	118	Since at least July 2008
The Salmon and Ball, Bethnal Green	502 Bethnal Grn Rd, Bethnal Green, London E2 0EA	Tower Hamlets	121	Est. 1733. Open since June 2012
The Railway Tavern	18 Clapham High St, Greater, London SW4 7UR	Lambeth	125	Since at least July 2008
The Marquis of Granby, Deptford	Marquis of Granby, 322 New Cross Rd, London SE14 6AT	Lewisham	129	Since at least May 2012
The Camden Head	100 Camden High Street, NW1 0LU	Camden	130	Since at least 2009. Previously

				a pub trading as "Liberties"
The Palm Tree	127 Grove Road, E3 5RP	Tower Hamlets	144	Since Sept 2005, or earlier
The WB Yeats	20 Fonthill Road, N4 3HU	Islington	170	Since at least May 2015
The Horn of Plenty	36 Globe Rd, Bethnal Green, E1 4DU	Tower Hamlets	180	Refurbed in 2015
The Queens Head	8 Flamborough St, London E14 7LS	Tower Hamlets	185	Serving since 1827, reopened in 2023
St John's Tavern Public House	91, Junction Road, Islington, N19 5QU	Islington	190	Since before 2008
Newmarket Ale House,	17 York Way, N7 9QG	Camden	200	[Proposed]
The North London Tavern	375 Kilburn High Rd, London NW6 7QB	Brent	205	Since at least Oct 2009
The Priory Tavern	250 Belsize Rd, North Maida Vale, London NW6 4BT	Camden	227	Since at least June 2008
The Hunter S	194 Southgate Rd, London N1 3HT	Hackney	233	Since at least July 2012
Hammersmith Ram	81 King St, London W6 9HW	Hammersmith and Fulham	237	Since at least July 2008
Hand of Glory	240 Amhurst Rd, Lower Clapton, London E8 2BS	Hackney	253	Since at least April 2015
The Starting Gate	Greater, Alexandra Palace, Station Rd, London N22 7SS	Haringey	265	Since at least June 2015
The Railway	100 W End Ln, London NW6 2LU	Camden	403	Since at least June 2012

Conclusion

11. The results strongly suggest that the proposed re-provided public house would be financially viable. Existing public houses of comparable sizes and locations and with comparable features are demonstrated to be financially viable businesses.
12. It is noted that 5 public houses included in the audit do not have an on-site kitchen. Their commercial viability further supports the conclusion that smaller public houses are viable without additional features. By contrast, the proposed re-provided public house is likely to have even greater viability because of this additional offer.