

# Supporting Statement PP-13312042

Werewolf Beer Ltd

Arch 87 Randolph Street

London NW1 0SR

16/08/2024

Hello Planners,

Thanks you for taking the time to consider our planning application to change the use of 87 Randolph Street from B2 to Sui Generis.

As you are aware we applied for a Certificate of Lawful Use when we took over the property. We were strongly persuaded by our landlord The Arch Co that the property was B1/B8 and did not need full planning permission based on their experience with similar tenants. For due diligence purposes we took on further advice from Wildstone Planning (see attached report) that operating with existing light industrial use and the taproom aspect treated as ancillary would be acceptable use.

Owing to our inexperience with the planning process (this being our first ever business venture), the assurances we were given by landlord and planning consultants and lack of negative response to our application in May of 2021 we proceeded with opening Werewolf Beer Ltd in good faith.

Now that we have received refusal of our application July 2024 and understand the situation more fully we are happy that the Council is willing work with us in a positive and proactive way. Via our communication we have been advised that this is to be regarded as a 'minor development not requiring pre planning advice' and also that since we are indeed B2 use the microbrewery aspect fits with existing use class, however the taproom aspect requires us to seek a change to mixed use/Sui Generis which we are doing now.

While operating our business the last three years, regardless of the status of planning, we have done our utmost to not only avoid negative impact to the local area and residents but actively bring positive value to our neighbors.

- Site has been vacant since at least as early as 2003, attracting pests, graffiti, litter and antisocial behavior.
- We have taken a disused dark corner and given it life, light and outdoor space for socializing at reasonable times of day.
- Previously fallen out of the valuation record we are now paying Council Tax, paying VAT and excise duty, and employing 3 full time staff and contributing to the fabric of the local economy.
- Much of the antisocial behavior that occurred at the front of the property has been chased away and any that remains is dealt with, any unsightliness that would have been previously left as evidence is now cleared away as we seek to keep a tidy welcoming place for our neighbors.

- To date we have been made aware of no complaints regarding noise or odor from our industrial activities and more importantly from our taproom activities. We work very hard to ensure a well regulated site for licensed activity that does not disturb our neighbors.
- We have beautified our front gate with a permanent mural employing two excellent young artists.

We agree that at the stage our business is at converting to Sui Generis use fits with our scale, our rationale is as follows:

- Although the interpretation of ancillary use will vary from council to council, our original advice from Wildstone Planning suggested change of use to Sui Generis would be reasonable.
- At this time over 50+ such brewery taprooms operate within the M25 corridor showing not only that this is an accepted business model across all councils but that some areas (Bermudsey/Southwark) based on the size of operation the local authority simply treats all small producers as B2 and assumes ancillary use for all retail activity.
- The remaining taprooms are mostly Sui Generis and in my experience of the last decade rarely met with refusals for these retail activities.
- Those familiar with the sector, including planners, will generally assume that to operate a viable brewery business a taproom must be allowed as a route to market. To do otherwise would be onerous.
- We must note that in the current economic climate, with continued closure and underperformance of hospitality venues, small independent brewers are relying more and more on direct to consumer sales to survive. Any decisions made with an eye to keep tax generating businesses healthy need to take this into account.
- Local brewery taprooms are not only accepted in modern London, but celebrated. All indicators show that having a microbrewer locally increases property value, shows regeneration and improved “street appeal”.

Werewolf Beer Ltd is a strong, growing, independent business that is loved by local customers and brings a new and different mix of people to the tourism of Camden Town. We have operated to the highest standards when taking our impact to the local community into account and in good faith operated with what we believed to be correct planning use. We are happy to have the opportunity to correct any oversight and hope that our hard work is accepted and codified with Camden Council Planning.

**Rich White**

**Founder/Brewer**

**Werewolf Beer Ltd**

