

local residents in the community. It is quite clear from the evidence available that it does not, and has not for some time, provided a valued, accessible and sustainable facility.

- 4.18 The articles in the Camden New Journal (**Appendix 4**) allude to the charm and character of the building; it is of course not proposed to demolish the building, which if anything is likely to benefit in the long term from being in a more economically viable use and will accordingly be better maintained as a result. However no reference is made in these articles to the use of the premises by groups for meetings or to recent and regular musical performances. Also, only passing reference is made to pool and darts tournaments, but this is unsubstantiated; other available sources indicate little if any recent activity in either respect. In any event, very little weight should be placed on the contents of such articles, especially as facts are not always checked; for instance, the applicant has never been contacted by the paper for comment.
- 4.19 Overall, we submit that the premises do not perform a 'community role' and its loss, therefore, should not be resisted.
- 4.20 In the alternative, if the Council considers that such a role does exist in this case, then there is compelling evidence to indicate that the premises are no longer economically viable for pub use.

5.0 ECONOMIC VIABILITY

- 5.1 In short, the current pub business is not economically viable.
- 5.2 We have already provided to officers evidence from the previous landlord's agent, Paramount Properties Ltd, together with a trading history analysis for the one year period between June 2010 and June 2011 (**Appendix 5**).
- 5.3 This shows that the rent collected from the premises fell, mostly due to a rental concession that had to be agreed between the tenant publican and the landlord towards the end of 2010 to keep the business afloat (bottom left graph, "Monthly Rent – last 13 months"). The "Trading History" box also shows the following:
- The volume of sales fell by nearly a quarter between 2008 to 2011; and