

THE PICKLED POLECAT

LONDON'S FIRST MICRO PUB

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Response to Pre-Planning application advice.

After applying for pre-planning application advice, the two main concerns that have been raised are that of;

Land Use

Amenity

To address the issue of Land Use and the protection of A1 units, we have been informed over the phone and through the written advice that we do not fall within this usual concern as we are outside of the site boundaries of protection. Along with the ample supply of A1 units along Fortress Road insinuate that our proposal will present no threat to any of these concerns, below is evidence of that from my written advice;

The Neighbourhood Centre of Fortress Road is some 200m to the north. Kentish Town Town Centre is some 400m to the south. Therefore alternative provision is available within 5-10 minutes walking distance.

Concerns have been raised about the economical viability of the premises and its current use. The last use of the premises was that of the Helenic Bookshop which left and has since, opened up new premises and has already been trading for some time. The premises since has been offered separately due to the lack of proposals to take the premises as it once was used, while we have taken 49, since our application, 51 Fortress Road has been through another abandoned proposal. 49 Fortress Road lines along with other A1 units that find themselves vacant also, adding to the value that a bright, entrepreneurial orientated business such as my own proposal, may encourage more local trade alongside Fortress Road, which falls within our long term goal of providing locally inspired amenities, which is part of the ethos of Micro-pubs.

To address the valid concerns that the Council have in place, which is agreeable being I live at the other end of Kentish Town with a similar socio-economic orientation, to address the concerns of Noise. A micro-pub takes into consideration all of the concerns that traditional drinking establishments arouse

and exist to combat them through their set of ethics and ethos. That is KIS-KIS, Keep It Small- Keep It Simple. Below is a small excerpt of the written advice focusing on noise;

The congregation of large numbers of customers generally creates a need for extraction equipment to deal with fumes. Extraction and other machinery can be unsightly and cause noise. Noise can also be generated directly by the activity in drinking establishments, such as amplification of music.

Concerns around congregations of large numbers and the extraction of fumes are an unnecessary worry, again with a Micro-pub, the emphasis is on the small and simple. With an available customer floor area of 25m², by its very layout is restrictive of the congregation of large numbers, and will only be comfortable to no more than 25 people. The intention, to create a small establishment that promotes quiet and mature consumption of real cask ale, is to keep the necessity of accommodating for large numbers of people almost non-existent and therefore no extraction or ventilation equipment and machinery will be installed so no further noise and disruption will be presented.

Micro-pubs shun all forms of electronic entertainment and exist to promote conversation, like that of a traditional ale house, so there is no cause for concern for amplified music and noise as there will be none. There has been no application made for licensable activities outside that of serving only cask ale and cider. There will be no electronic entertainment or amplified music devices kept anywhere on the premises.

Being a micro-pub, our aim is to serve to a niche market of quiet enthusiasts of London and the UK's flourishing independent craft beers, which have the target market of an average age of 45 and through surveys found among the micro-pub association and CAMRA, appeal to educated and introverted people who shy away from the current structure and style of current drinking establishments that blot most high streets. I refer to gastro-pubs, late night bars and music clubs. I seek to offer the alternative to the quiet few who, like myself, find it hard to source a quiet and mature environment to enjoy real cask ale. The opening hours are very small, opening at 11am-2.30pm, closing for a break to re-open at 5pm and close at 9.30pm on weekdays, open till 10pm on Saturdays, 11-3 on Sundays and closed on Mondays. By taking into account our opening hours, I sympathise with people, like myself, who dislike loud, large numbers of patrons fuelled by strong lagers and spirits, mixed with drinking promotions and early morning hours by offering our already considered and responsible approach. I seek not to emulate current drinking establishments but to offer a fresh new approach that re-invigorates the idea of traditional alehouses that are all but disappeared even though they contribute to the cultural appearance of Britain and especially London. I hope to bring the success that the movement of Micro-pubs only started several years ago, but has flourished across the south east and the midlands, and re-introduce an environment where mature behaviour and good

conversation is encouraged.

To this end, by only being open from 5-9.30pm and offering people the option of taking ale to their own homes away from the high street, I fully sympathise with the concerns that drinking establishments bring to residential areas, and for that reason, that is exactly why I plan on opening a micro-pub and not another drinking establishment. For these reasons, people leaving the premises should be of little alarm since the premises is closed earlier than some other local bars, restaurants, pubs, convenience stores and even hair-dressers. Leaving at the responsible time of 9.30pm and short opening hours don't facilitate extreme intoxication that other establishments tend to encourage, the target market falls outside of the behavioral group associated with aggression and public urination and hopefully The Pickled Polecat will be a place where people can turn away from that sort of behaviour.

As a Micro-pub, we do not endorse smoking and only the appreciation of ale. We will provide a small bench outside the premises to consider smokers, as we don't feel its morally right to exclude those that do, but will not be putting up provisions that will encourage smoking. People that wish to smoke will be informed of the boundaries of the premises so that there will be no spilling onto the pavement. The shop front allows enough space for other immediate businesses to provide outdoor seating, but again, there will only be small bench as well as a cigarette bin. Selling only simple bar snacks such as nuts, we do not offer disposable containers to take away from the premises, our take-away ale containers are re-useable. We offer a trade initiative of returning the re-usable container for a clean one upon returning to the premises to encourage re-using and recycling as well as turning away from the beer industries reliance on one-use drinking containers. There can be little fear of this proposal adding to any external litter apart from not being able to control patrons urge to litter with containers we haven't provided.

The concern around A/C units are non-existent as I do not plan to install any for the shop usage. I will use a small A/C unit to keep storing casks cool but the serving casks will be served from cooling jackets using a water-circulation system that is very small in its set-up and operation. There will be no wall mounted or front orientated A/C units installed so will not present any visual or noise related problems.