

THE PICKLED POLECAT

LONDON'S FIRST MICRO PUB

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I hope to turn the vacant shop at 49 Fortess Road, NW5 1AD, into London's first micro-pub. As it stands, the shop has been vacant for a while, as have other shops along the road, it is empty and stripped back to a vacant space only with a disabled access toilet. My intention is to introduce the popular model of Micro-pubs that started in 2005 with The Butchers Arms. Since the first there have been over 50 cropping up all over the country, with multiple winning regional awards for Best Pubs. The appeal is ever growing due to the retro-active approach to a pub, which is more in-line with a traditional ale house, which up until now had all but vanished. Rather than the more contemporary style, such as food, late night drinking, promotional deals, music and events, the Micro-pub harks back to a simpler time. Promoting a mature and responsible approach to public houses, where conversation, a real ale and a focus on listening to customers is at the forefront. The basic ideals of this movement is a response to the on-going tough conditions that communities, current pubs and the high street as a whole is suffering from and in this gap we hope to take small vacant and disused shops and turn them into warm and welcoming attractions where the local community can relax and re-connect with their neighbors in a calm and relaxed atmosphere. They are simple and small in their planning, requiring only a chiller for the conditioning ale, a cask stand for the ones being served, a sink to wash glasses up in and a few table and chairs.

I have been in contact with local breweries on which they have all resonated an appreciation for such an enterprise and hope to connect the expanding microbrewery business, which the Borough of Camden already supports, directly with ale enthusiasts. My shop will accommodate around 20-25 people and operate between the hours of 11am-2.30pm and 5pm-9.30pm Tuesday to Friday, 11am -2.30pm and 5pm-10pm on Saturday, Sunday 11am-3pm and Monday will be closed. You can see the operation is still small and simple and promotes healthy enjoyment of alcohol within responsible operating hours, a defining characteristic of the micro-pub. No spirits, liqueurs or contemporary lagers and beers will be sold and only simply pub snacks as well as there being no electronic entertainment or music. So as you can see, my plan is to be small, simple and relaxed.

As a resident of Camden, I hope to encourage a reconnection between the local communities and strengthen the pride in peoples local towns, bringing back a sense of independence and traditional trade that unfortunately is disappearing throughout towns across the UK and especially London, with high streets becoming highly homogenized and predictable. The borough of Camden is clearly resilient to this as many of the shops around here are local and independent traders and I hope I can integrate and strengthen within this community. So as more and more towns are taking advantage of the fantastic micro-pubs that are popping up, I hope Camden can be host to London's first.

I only ask for the permission to change the use from A1 to A4, there will be no structural additions or changes apart from the installation of a sink.

Warmest Regards, James Duddy.