

**From:** Elina Talvitie [REDACTED]  
**Sent:** 20 October 2014 08:46  
**To:** Planning  
**Cc:** [REDACTED]  
**Subject:** application ref. 2014/5495/P | FAO Gideon Whittingham

Dear Mr Whittingham,  
We are local residents writing to support the proposed micropub at 49 Fortess Road.

We believe James Duddy and Jessica Braviner are trying to do something genuinely different that will enhance that stretch of our neighbourhood without creating excessive noise or problem behaviour. With its very modest size, lack of music, early closing and targeted clientele of ale devotees, the proposed venture is distinct from the usual pubs, restaurants or takeaway joints, and we hope you are considering the application accordingly.

We have read reports of some worrying that a potential successor venture might be run along different lines. Surely the licence could be limited to allay those concerns?

Having enjoyed visiting a micropub in Kent, we are excited to be getting an alternative to bigger, noisier establishments in our own area. That part of Fortess Road is rather unlovely at present and we genuinely believe the Pickled Polecat will raise its profile for the better. We are looking forward to supporting the business with our custom when it opens. A quiet place right on our doorstep for enjoying a quality selection of local products would be wonderful.

Yours sincerely,  
Elina Talvitie and John Morrissey  
9a Lady Somerset Road  
London NW5 1UR