

**From:** John Cryne [REDACTED]  
**Sent:** 23 October 2014 15:11  
**To:** Planning  
**Subject:** The Pickled Polecat, 49 Fortess Road, Kentish Town, NW5 1AD  
Application Ref: 2014/5495/P

## FAO Gideon Whittingham

The Pickled Polecat, 49 Fortess Road, Kentish Town, NW5 1AD

On behalf of the North London Branch of Campaign for Real Ale ("CAMRA"), and its 1,600 members, I am writing to you to support the license application for what, hopefully, will become Kentish Town's first Micropub and perhaps only the second in Greater London.

I can do nothing better than to refer you to the website of The Micropub Association (link at end), a membership based organisation which is committed to promoting and celebrating all that is great about the concept of the Micropub movement. Founded by Stu Hirst and Martyn Hillier in 2012, the sole aim of the MPA is to promote the "Micropub revolution".

Needless to say, the site defines a Micropub. As follows, 'A Micropub is a small free house which listens to its customers, mainly serves cask ales, promotes conversation, shuns all forms of electronic entertainment and dabbles in traditional pub snacks'

Visiting their website, you will see that the "revolution" has been very Kent-centric. It is about time that the revolution spread out of its heartlands and enabled Londoners to sample the benefits of a simple proposition that nonetheless is very attractive to today's drinkers. Not everyone wants a large venue, blasting loud music at you, where if you don't eat a meal they look at you down their nose.

And where else would be a better place for this than Kentish Town. Home of previous CAMRA North London Pub of the Year Award winners such as The Junction Tavern, The Southampton Arms, The Pineapple and Tapping the Admiral.

If I may quote from Vicky Owen in the Financial Mail on Sunday, "While shops and pubs are closing, the high street is seeing a boom in a new type of venue – the 'Micropub' - opening in former shop premises. The number of UK Micropubs is predicted to jump from just 15 in January 2013 to 100 by the end of this year according to the Micropub Association. The pubs have emerged in premises ranging from a former Post Office to a barber's and butcher's.

Martyn Hillier, founder of the first Micropub – The Butcher's Arms in Herne Bay, Kent, which opened in 1995 – and founder of the association, launched an accreditation system last week, allowing micropubs to pledge a commitment to its values."

Julian Dungey, chairman of the Thanet branch of the Campaign for Real Ale, has said: 'It's the fairly low start-up and running costs: they employ few staff and there are no expensive gambling licences. The pubs provide a service people want. This new breed of pubs, which usually have short opening hours, has been compared to 'parlour' pubs of the past. "

While Camden may be unfamiliar with the concept, now is the time to become familiar.  
Please support this new venture.

<http://micropubassociation.co.uk/>

John Cryne

Chairman CAMRA North London

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<http://www.northlondon.camra.org.uk/>