



Statement of Community Involvement

Bull and Gate, 389 Kentish Town Road



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Report Reference:
4567CPL

Executive summary

This Statement of Community Involvement has been prepared on behalf of Young & Co.'s Brewery PLC (Young's), in support of a planning application to create a new external terrace area to the front of the public house at first floor level; new plant equipment, a new bin store and an access staircase to the rear of the public house.

Prior to the preparation and submission of a planning application, Communications Potential undertook a programme of consultation and engagement, which included:

- Pre-application engagement with Camden Council planning officers.
- Written communication with local elected representatives to gain consent for our consultation approach.
- Provision of 200 information postcards and a ballot box at the Bull and Gate during December 2019 and January 2020, outlining the development proposals and encouraging feedback from Bull and Gate customers
- A briefing event for local councillors and residents' associations was held from 4pm-5pm at the Bull and Gate on Tuesday 18th February 2020. The session provided local community representatives with an opportunity to view the proposals in advance of the general public. A postcard invitation to the public drop-in consultation was also enclosed.
- A public drop-in consultation event was held immediately following the briefing event, between 5pm-8pm at the Bull and Gate on Tuesday 18th February 2020, to present the draft proposals. Members of the project team were available to discuss the draft proposals, answer questions and encourage feedback. A postcard invitation was issued to over 280 residential and commercial addresses prior to the event to advertise the event and encourage participation.
- Ongoing engagement with residents and key stakeholders, including those unable to attend the drop-in public exhibition event.

All those who engaged in the process were encouraged to provide feedback either directly at the consultation event, through the post (using a Freepost envelope), by email or by telephone.

Approximately 20 people chose to attend the public drop-in exhibition event, half of whom completed feedback forms at the event. Other attendees opted to take feedback forms away and return them via the Freepost service. Some local residents chose to participate in the consultation exercise via telephone or by email. Feedback received from consultees has helped to inform the planning application.

Thorough engagement and consultation has been undertaken with both Camden Council officers and members of the local community. Consultation is an ongoing process, and the project team will carefully consider any further comments raised during the application stage.

Prior to the preparation and submission of a planning application, the project team undertook a programme of consultation and engagement

1. Introduction

- 1.1. This Statement of Community Involvement (SCI) has been prepared on behalf of Young & Co.'s Brewery PLC (Young's), in support of a planning application to create a new external terrace area to the front of the public house at first floor level; new plant equipment, a new bin store and an access staircase to the rear of the public house.
- 1.2. The application site is located at 389 Kentish Town Road in Kentish Town and is Grade II listed.
- 1.3. The Bull and Gate operates successfully as a pub and restaurant. Young's is committed to investing in the premises, both to protect existing trade, and to increase trade during the summer months.
- 1.4. The proposals seek to provide an attractive external terrace area in order to draw more customers and improve the range of facilities available to patrons.
- 1.5. Before preparing a planning application, Young's were keen to engage with local stakeholders to increase awareness of the proposals and gather feedback on the draft plans. A consultation programme was therefore devised.
- 1.6. This SCI provides details of the public engagement activities which were used to communicate the development proposals and seek feedback.
- 1.7. The consultation exercise reflects Young's commitment to working closely with the local community to bring forward the best possible proposals for the Bull and Gate.

The consultation exercise reflects Young's commitment to working closely with the local community to bring forward the best possible proposals for the Bull and Gate

2. Development proposals

- 2.1. Full details of the application proposals are set out in the Planning and Heritage Statement. Planning permission is sought for a new external terrace area to the front of the public house at first floor level; new plant equipment, a new bin store and an access staircase to the rear of the public house.
- 2.2. The external terrace area will provide an attractive outdoor dining facility for customers. Key details of the proposals include, but are not limited to:
 - Replacing an existing window with a door to provide an access to the terrace, mimicking the existing window detailing;
 - A wrought iron balustrade on the edge of the terrace area;
- 2.3. Internally, the proposals seek to implement a new lobby and convert an existing window in order to access the terrace.
- 2.4. To the rear, the proposals include the removal of an existing window in favour of a fire exit door and a new metal escape staircase and fire rated enclosure below.
- 2.5. The proposals also include for the re-glazing of windows and the relocation of four existing condensers.

3. Planning policy context

- 3.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. It outlines and encourages positive community engagement between all parties involved and affected by the proposals. Specifically, the NPPF states that:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

- 3.2. The NPPF also recognises that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive and safe communities.
- 3.3. The London Borough of Camden's Statement of Community Involvement sets out the Council's commitment to community involvement in planning, and states:

"We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application. We encourage other groups such as local Conservation Area Advisory Committees (CAACs) and other local interest groups to be consulted."

- 3.4. The London Borough of Camden's Statement of Community Involvement was adopted by the Council in 2016.

"We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application."

4. Consultation objectives

- 4.1. Having prepared draft development proposals for the Bull and Gate, the project team devised a consultation programme.
- 4.2. A consultation strategy was developed to:
 - Identify local groups and individuals who were likely to have an interest in the redevelopment of the site.
 - Ensure that all those who were likely to have an interest in the proposals were fully informed and given an opportunity to ask questions and share their views.
 - Maximise the availability of information about the proposed scheme and present this information to the local community as clearly and accurately as possible.
 - Ensure that local people were given the opportunity to put forward their ideas and felt confident that there was a process for considering these.
 - Use a variety of communication channels and engagement methods to maximise consultee participation and encourage meaningful feedback.
 - Endeavour to identify issues of likely interest or concern to ensure these could be addressed at an early stage.
- 4.3. At all stages in the process the project team has been – and will continue to be – open to responding to feedback on the proposals.

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5. Key consultation activity

Pre-application engagement with officers at Camden Council

- 5.1. In order to seek preliminary feedback from Camden Council, a pre-application meeting was held with planning officers on Thursday 26th September.
- 5.2. Prior to engagement with both elected representatives and the local community, Communications Potential provided Council officers with a summary of the consultation strategy, including our intention to hold a public exhibition event and to liaise directly with Members.

Engagement with elected representatives

- 5.1. Once Council officers had been informed about our intentions to engage in pre-application consultation, correspondence was sent to ward councillors in October 2019 to inform them about the development proposals and seek their consent for the consultation approach. The opportunity to arrange a site visit, meeting or telephone call at a convenient time was also provided.
- 5.2. Follow-up correspondence was sent in January 2020 to brief ward councillors on the pre-application feedback received from officers and patrons. Once again, the opportunity to arrange a site visit, meeting or telephone call at a convenient time was also provided.
- 5.3. In February 2020, correspondence was sent to ward councillors to let them know about our plans to hold a drop-in exhibition on 18th February 2020. Members were invited to a briefing event for local community representatives, one hour ahead of the public event, from 4pm-5pm.

A public drop-in exhibition event was held between 5pm-8pm on Tuesday 18th February

Engagement with patrons

- 5.4. 200 postcards providing a brief description of the proposals and supporting imagery were supplied to the Bull and Gate in December 2019. The staff at the Bull and Gate placed these postcards around the pub and encouraged patrons to submit their views.
- 5.5. The postcard featured a question asking patrons whether they supported, did not support or were not sure about the proposals. By January 2020, 153 postcards had been completed.
- 5.6. Of the 153 responses received, 151 indicated support for the proposals, with one against and one not sure.

Engagement with local community groups

- 5.7. The project team invited several local community groups to get involved in the pre-application consultation process.
- 5.8. In February 2020, members of the project team met with representatives of the Kentish Town Road Action group to discuss the proposals, and to seek comments on the consultation approach.
- 5.9. The Kentish Town Road Action group provided the project team with a comprehensive list of local community groups and leaders, all of which were contacted following the meeting. These include:

- Kentish Town Conservation Area Advisory Committee
- Kentish Town Neighbourhood Forum
- Leighton Road Neighbourhood Association
- Bartholomew Road Residents' Association
- Kelly Street Residents' Association
- Evangelist Road Residents' Association
- A local historian

5.10. Local community leaders also provided information on hard-to-reach local residents, in order to ensure they were offered the opportunity to engage. Communications Potential contacted these residents and offered to make special arrangements to suit their requirements.

5.11. Young's and Communications Potential would like to express their thanks to local community representatives for their proactive engagement during the pre-application process.

Engagement with neighbouring residents

5.12. An invitation postcard was distributed (via Royal Mail) on Friday 7th February to local residents and businesses within the vicinity of the Bull and Gate. A total of 284 residential and commercial addresses were included in the distribution. The postcard advised recipients of our intention to hold a public exhibition on Tuesday 18th February and encouraged them to attend, or to contact us if they were unable to attend and wished to arrange an alternative.

5.13. An aerial image of the invitation distribution area is provided in the appendix.

Public drop-in exhibition

5.14. A public drop-in exhibition event was hosted between 5pm-8pm at the Bull and Gate, Kentish Town, on Tuesday 18th February 2020.

5.15. Anyone who was unable to attend the exhibition was encouraged to email or telephone the project team.

5.16. Draft plans and illustrations were presented at the drop-in exhibition event and members of the project team were on hand to discuss the proposals, answer questions and encourage feedback.

5.17. The exhibition event allowed residents to view the draft plans and illustrations on large exhibition boards. Copies of the exhibition boards are provided in the appendices.

5.18. Exhibition event attendees were asked to complete a questionnaire form which could either be completed and returned on the day or returned using a Freepost address. Freepost envelopes were provided.

5.19. Further feedback and questions were invited by Freepost, telephone, or via the dedicated project email address.

The public consultation event was held in a private space upstairs at the Bull and Gate. Members of the project team remain downstairs to encourage participation and to provide directions. For those unable to climb the stairs, alternative arrangements were made available.

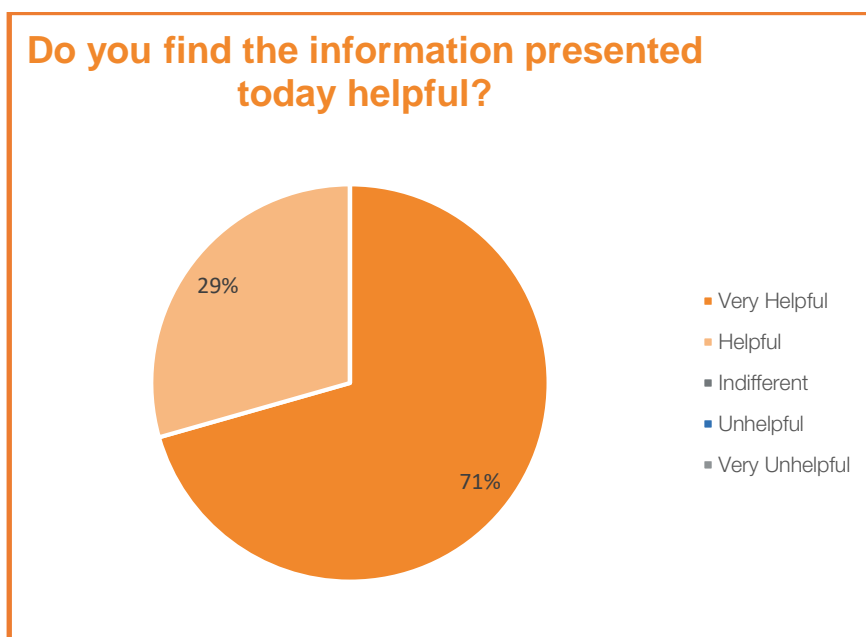


6. Review of engagement exercise and feedback provided

Public drop-in exhibition event

- 6.1. Postcard invitations to the drop-in exhibition event were sent to 286 residential and commercial addresses neighbouring the pub, with approximately 20 local people choosing to attend the event at the Bull and Gate.
- 6.2. Those who attended provided verbal and written feedback at the event. 10 attendees chose to return questionnaire forms at the event, with a further seven local residents submitted feedback by Freepost.
- 6.3. Attendees' comments and questions centred on a number of key themes which were evident in the written and verbal feedback submitted. These included; the impact of the development on neighbouring properties, the impact of the development on the listed building, and the management of the terrace.
- 6.4. An overwhelming majority of participants commented that the proposals were very positive, had been crafted with a great deal of sensitivity to the listed building, and welcomed Young's reassurances that the terrace would be managed effectively.

Figure 1: Attendees provided written feedback which confirmed the consultation event was either helpful or very helpful



Respondents overwhelmingly remarked that they were pleased to see the proposals for the development of an outdoor dining area for the Bull and Gate and were supportive of the proposals.

Feedback related to the proposals

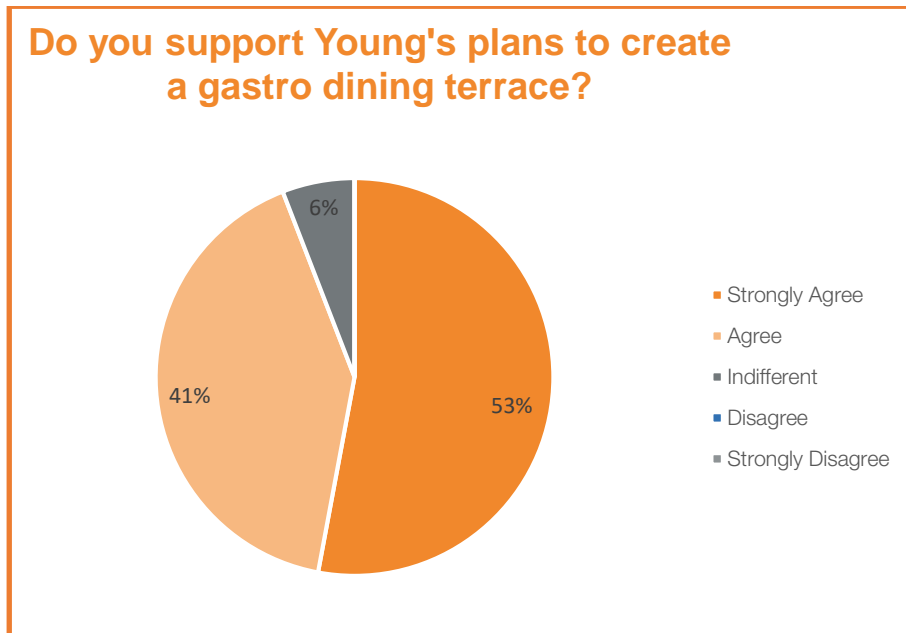
- 6.5. Respondents overwhelmingly remarked that they were pleased to see the proposals for the development of an outdoor dining area for the Bull and Gate and were supportive of the proposals.
- 6.6. A selection of positive feedback can be seen below:
 - *"Very positive exhibition. Good to see Young's engaging with the local community, Historic England, Kentish Town NDF, CAMRA North London."*

- *"The Bull and Gate is a gorgeous pub and an asset for Kentish Town. Like all businesses, it has to move with the times and meet customer needs. An outside area will help this iconic venue's service and add more character to Kentish Town."*
- *"Refusing the application would be like signing the pubs death warrant. Approving it would give the pub every chance of survival! Choose wisely, councillors."*
- *"The proposals look like a positive enhancement to the pub and the area."*

6.7. In addition to supportive comments, attendees helpfully provided constructive comments on the management of the terrace. A selection of feedback can be seen below:

- *"Yes a good garden is certainly an asset but very often they are where the smokers go. I am in favour and like the design but as it's on the first floor, how will the wind speed affect the diners? It's most generous of the Bull & Gate to provide hospitality for the exhibition viewers and include residents. I hope this works for the Bull & Gate and I believe that a feasibility on the wind should have been done. It is a very windy and north east-facing site."*
- *"In principle, I think the general proposal is ok, subject to management of noise and overlooking of flats opposite, bearing in mind windows open in the summer."*

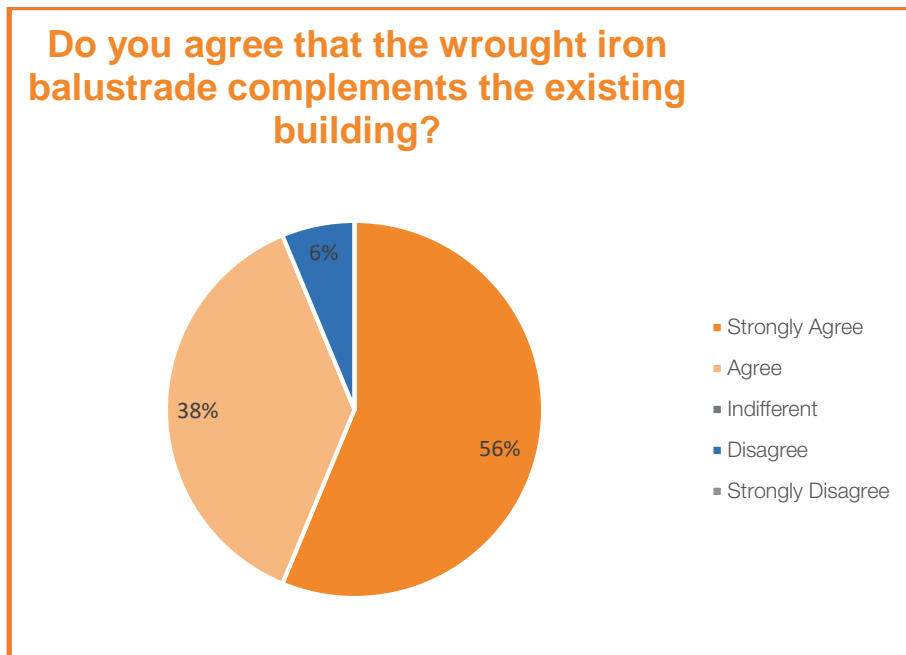
Figure 2: When asked whether they supported the proposals, 94 per cent of respondents either agreed or strongly agreed with the proposals



6.8. There was an overwhelmingly positive response to the wrought iron balustrade, with nine of the ten written responses to that question agreeing that it complemented the existing building, and many noting it was preferable to a glass balustrade.

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Figure 3: When asked whether they preferred the wrought iron balustrading, or an earlier glazed option, an overwhelming majority strongly felt that wrought iron was preferable



6.9. Some of the written responses regarding the wrought iron balustrade can be seen below:

- *"Seems to fit in ok. Certainly preferable to glass which would not fit in architecturally."*
- *"What is proposed is in keeping with the pub's period."*
- *"Wrought iron balustrade preferred, rather than glass."*
- *"I'm a little concerned about the height of the balustrade, particularly obscuring the windows as seen from the front."*

Keeping trade local, supporting community pubs

- 6.10. As part of the consultation exercise, Young's was keen to explore why – as their internal data shows – local people are choosing to visit the Bull and Gate less frequently during the summer months.
- 6.11. Data gathered during the pre-application consultation demonstrates that local people are going to other venues which reportedly benefit from outdoor space, including The Junction Tavern, The Pineapple, and The Vine.
- 6.12. Attendees made clear that if the Bull and Gate offered outdoor space, they would be more likely to visit during the summer months. This is shown in figure 5.

Figure 4: 94 per cent of respondents confirmed that they visited other venues in the summer months because the Bull and Gate does not currently offer outdoor space.

Young's was keen to explore why – as their internal data shows – local people are choosing to visit the Bull and Gate less frequently during the summer months

Do you visit other venues in the summer months because they benefit from a beer garden/other outdoor facilities?

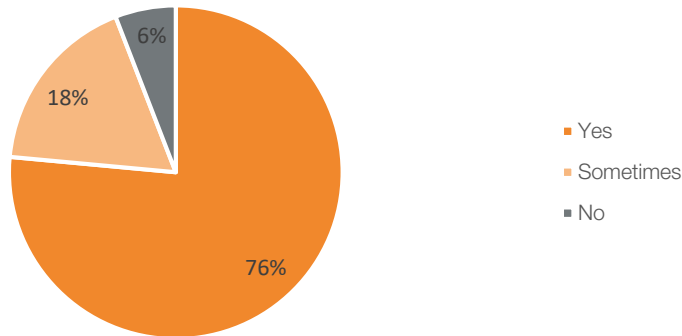
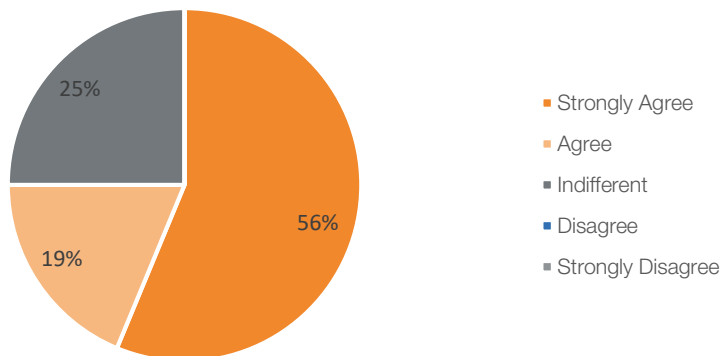


Figure 5: feedback collected at the exhibition clearly demonstrates that an external space for customers to enjoy during the summer months would encourage a greater level of trade.

Do you agree that a roof terrace at the Bull & Gate encourage you to stay in Kentish Town during the summer months?



6.13. All feedback received was recorded, logged and analysed at the Communications Potential office in London.

Follow-up correspondence

6.14. At the event, two attendees reported that, whilst they lived locally, that had not received a postcard invitation. Whilst Communications Potential received confirmation that the postal batch had been passed to Royal Mail, there was no way to confirm with absolute certainty that postcards were delivered. To ensure

no local resident was left out of the consultation process, a follow-up letter and postcard was distributed to the same set of residential and commercial addresses.

- 6.15. This additional round of correspondence notified recipients of the potential postal error and offered local people the opportunity to contact our project team to discuss the proposals and arrange an alternative meeting, if required. We did not receive any further follow-up correspondence requesting an additional meeting, despite confirmation that the additional post had been delivered.

7. Responding to feedback

- 7.1. Young's is delighted that the feedback received from members of the local community has been extremely positive. Written feedback collected at the drop-in exhibition event helps to demonstrate this positive response to the proposals.

Terrace management

- 7.2. The key theme linking constructive feedback received from the local community was the management of the terrace.
- 7.3. In response to concerns about late night drinking, noise, smoking and other potential amenity impacts, Young's reassured residents that the terrace's primary function is an outdoor dining area.
- 7.4. To further reassure local residents and community leaders, and comprehensive Terrace Management Policy was crafted, which has been submitted as part of the planning application.
- 7.5. The key tenets of the Terrace Management Policy were discussed at the drop-in exhibition, and Young's is confident it addresses the concerns raised in some of the feedback submitted as part of the pre-application consultation exercise. Young's remains open to further feedback as part of the application process.

Young's is delighted that the feedback received from members of the local community has been extremely positive



8. Conclusion

- 8.1. Young's is grateful to all those who took the time to participate in the consultation process and provide feedback.
- 8.2. Feedback from Council officers and local stakeholders has helped to inform and shape the development proposals.
- 8.3. Engagement is an ongoing process and the project team is committed to continuing the dialogue with both Camden Council and the local community. In line with this, Communications Potential will continue to maintain open lines of communication for local stakeholders throughout the duration of the planning application.
- 8.4. We will notify all those who participated in the consultation exercise when the planning application is submitted.
- 8.5. Although we will refer consultees to Camden Council's website and encourage them to submit representations to the Council in the usual way, we will also be monitoring representations and liaising with officers to ensure that appropriate responses are provided where necessary.

Young's is grateful to all those who took the time to participate in the consultation process and provide feedback

Public exhibition attendees take a moment to complete the questionnaire and return it in the ballot box provided.



Appendix

1. Consultation postcard

Would you like to see a new roof terrace at the Bull and Gate?

Since 1871, the Bull and Gate has played a vital role at the centre of the Kentish Town community. To ensure it can continue to do so, we are always looking for ways to improve our historic pub.

We would like to open a new roof terrace above the Bull and Gate, providing our customers with the opportunity to dine and drink outside in the warmer months.

Our proposals will offer a better experience for our customers than ever before.

Before submitting a planning application, we would like to hear what you think about our plans.



Illustrative view of the Bull and Gate from Kentish Town Road

Our proposals

- High-quality wooden decking, complete with tables and seating, will allow customers to enjoy a meal and a drink outside
- Planters around the terrace will hugely improve the appearance of this currently disused space
- A traditional wrought iron balustrade installed around the perimeter will ensure this new space fits seamlessly within its historic setting



Illustrative view of the Bull and Gate from Kentish Town Road

To find out more, please contact the project team on:

Tel: 020 7357 8000 Email: bullandgate@communicationspotential.co.uk

Securing our future

In recent years, the way pubs operate has changed. To ensure the Bull and Gate continues to meet the demands of local people, we want to plan for the future.

Our proposals have been developed with great attention to detail. In addition to creating an exciting new space for customers to enjoy, the terrace will protect and enhance this historic public house.

Support from our customers will go a long way in helping to ensure the Bull and Gate can provide a feature which is sought after by patrons in the area.

Have your say

Would you like to see a new roof terrace open at the Bull and Gate?

- Yes ☐
- No ☐
- Not sure ☐

2. Exhibition invitation

Would you like to see a new roof terrace at the Bull and Gate?

Young's would like to **invite you to attend a drop-in exhibition** event to discuss plans for a **new roof terrace at the Bull and Gate** on Kentish Town Road.

Drop-in to the pub at any time between **5pm and 8pm on Tuesday 18th February** to view the draft plans, talk to members of the project team and submit your feedback.



Illustrative view of the proposed roof terrace for the Bull and Gate pub on Kentish Town Road.

Please join us on Tuesday 18th February to view our draft plans and submit your feedback

Since 1871, the Bull and Gate has played a vital role at the centre of the Kentish Town community. To ensure it can continue to do so, we are always looking for ways to improve our historic pub.

We would like to open a new roof terrace above the Bull and Gate, providing our customers with the opportunity to dine and drink outside in the warmer months.

Before submitting a planning application, we would like to hear what you think about our plans.

You are invited to drop-in to the **Bull and Gate, 389 Kentish Town Road, NW5 2TJ** between **5pm-8pm on Tuesday 18th February** to view the plans, meet the project team and submit your feedback.

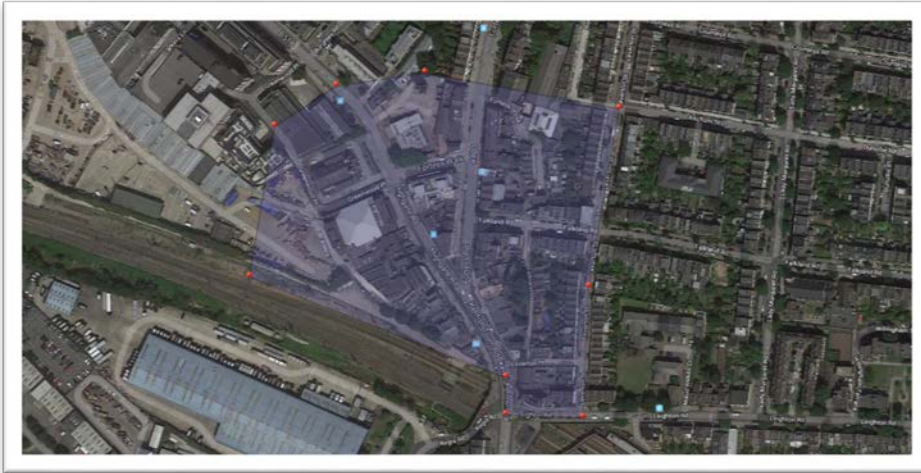
If you are unable to attend and would like to find out more, please contact the team on:

Telephone: 020 7357 8000

Email: bullandgate@communicationspotential.co.uk



3. Approximate distribution area



4. Update letter to residents



London
Megdon House
148 Tooty Street
London SE1 2TU
020 7397 8000

Harrowgate
14-15 Regent Parade
Harrowgate
UK1 5AW
01423 502115

Stratford
13-14 Orchard Street
Stratford
GB1 5GJ
0117 214 1820

27 February 2020

Our Ref: 4567CPL

Dear Neighbour

Proposals for a new roof terrace at the Bull and Gate, Kentish Town Road

I am writing on behalf of Young & Co.'s Brewery, P.L.C. (Young's), the pub operator, to update you on our plans to open the roof terrace at the Bull and Gate.

On Tuesday 18th February, we held a drop-in exhibition to present our draft plans for a new al fresco dining terrace. Postcard invitations were distributed to over 200 properties in the vicinity of the pub, encouraging local residents and businesses to attend and give their feedback.

Over the course of the exhibition event, several attendees from the local area reported that they had not received a copy of the invitation postcard. Whilst our mailing house has received written confirmation that the invitations were received by Royal Mail, it is not possible for us to confirm with certainty that they were delivered.

Young's cares about the roles their public houses play in local communities. Before submitting a planning application, we are keen to hear what our neighbours think about the plans. Therefore, if you did not receive the postcard invitation but would like to arrange a meeting to discuss the plans and provide your feedback, please get in touch by email bullandgate@communicationspotential.co.uk or by telephone on 020 7397 5212.

If you received the postcard invitation and do not wish to receive any further correspondence, please ignore this letter.

Yours sincerely,

Sean Groves

Communications Manager

Communications Potential

London

Enc. Copy of the invitation postcard

Directors
Heaven Gubbett | Stuart Slater
Consultant
Lorna Byrne

www.communicationspotential.co.ukinfo@communicationspotential.co.uk

Communications Potential is a United Kingdom registered company in England No. 07811409 | Registered Office: 35 Bullards Lane, London N3 1DW

5. Exhibition boards



Welcome

Thank you for attending our public exhibition

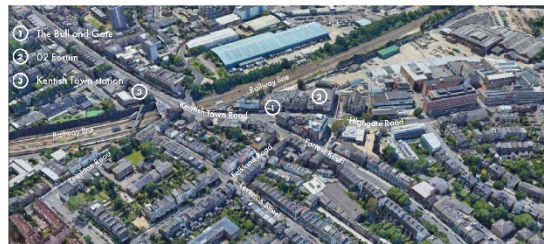
Welcome to our public exhibition event to present plans for a new roof terrace at the Bull and Gate. The purpose of this event is to share our proposals with the local community, answer your questions and hear your feedback.

The boards on display today tell the story of the Bull and Gate, and explain why we are seeking to make improvements.

We hope to submit a planning application in the next few weeks, and before doing so are seeking your feedback to help inform the proposals.

If you have any questions, please ask a member of the project team.

Young's chef's outside the Bull in Greenwich



Aerial view of the local area

About Young's

Young & Co.'s Brewery was established in 1831 by Charles Allen Young and his partner Anthony Farthing II Barbridge. In the 1860s, the partners introduced home brewed pale ale in Wandsworth, the beginnings of what is now known as Young's Bitter. This was a major innovation within the brewing world. Ten years later, Young's boasted a fleet of 22 black Shire horses to deliver their popular products. By the end of the 19th century, Young's adopted the famous Dorset Lion ram as their emblem.

The 20th century saw Young's open a bottling plant, introduce Young's Special London Ale, and host the Queen Mother at the Queen's Head in Stepney, where she pulled and drank a pint.

With almost 200 years of experience, Young's now operates over 175 establishments across London and the South of England.

The Bull and Gate, Kentish Town

History of the Bull and Gate

As many local residents will know, the Bull and Gate is one of Kentish Town's most historic and treasured public houses.

The first recording of a public house on the site was in 1715, though it is likely that a public house of some sort was present on the site before this date.

In 1904, a photographer captured an image of the Bull and Gate, which can be seen to the right alongside a sketch of a former public house which stood on the same site as the existing pub. The current building was constructed in 1871, and differs markedly from the sketch made in the 19th century.

Throughout the Bull and Gate's history, numerous changes have been made to ensure this community asset keeps up with demand.



Photograph of the pub taken in 1989

A public house on the site of the Bull and Gate (sketch dated 1853)



The Bull and Gate in 1904



Exploring ways to improve the pub

Recognising the key role the Bull and Gate plays as a community facility, Young's firmly believe that the pub's offer to patrons can be enhanced to improve its competitiveness with other local establishments. As a responsible operator, Young's is keen to secure the viability of the Bull and Gate in an era of incredibly challenging market conditions for pubs across London and the country.

The project team has developed exciting plans to create a new roof terrace above the entrance to the Bull and Gate - an area which is not currently in use.

Before submitting a planning application, Young's is keen to hear what neighbouring residents, businesses and community groups think about our plans to create an impressive new roof terrace.

Creating a new roof terrace

- 1 The terrace will offer a superior gastro dining experience, allowing the pub to compete with similar venues elsewhere

- 2 The Bull and Gate is a special building with listed status. Our proposals are being prepared with great sensitivity and attention to detail, in partnership with a heritage expert

- 3 A traditional wrought iron balustrade installed around the perimeter will ensure this new space fits seamlessly within the existing host building

- 4 Planters around the terrace will hugely improve the appearance of this currently disused space

- 5 High-quality wooden decking, complete with tables and seating, will allow customers to enjoy a meal and a drink outside

- 6 The proposals will allow the Bull and Gate to serve up to 50 additional covers, securing the future viability of this public house in challenging circumstances

- 7 The terrace will be carefully managed according to a detailed terrace management policy

Illustration of what the proposals could look like from Kentish Town Road



Design

Designing to stand the test of time

Ensuring that the Bull and Gate can compete with other establishments and recapture lost trade during the summer months is central to our need for a new roof terrace. However, to achieve this, we must ensure that our design is of the highest standards to complement the Impressive Grade II listed public house.

Several design options were considered at an early stage, which included a glazed balustrade (see below). This was ultimately swapped for a wrought iron balustrade, which was selected due to its reflection of similar design features nearby.



Image from the early 1900s showing the historic stone balustrade of the service area.



FRONT ELEVATION A-A
Concept elevation drawing showing a glazed balustrade.

Can you spot the difference?

As you might expect for a pub with a long history, the Bull and Gate has seen its form change over the years.

On the left, the Bull and Gate pictured in 1904. On the right, the Bull and Gate pictured in 1966. Can you spot the two key differences between the two?



Stone detailing along the front of the roof was present in 1904, but was either removed or filled in by 1966.



The stone balustrade looks to have been both reduced in height and altered in design by 1966.

Our proposals

Secure our future

The number of pubs in London has fallen by approximately 25 per cent since 2000. The proposal for a new roof terrace will secure the Bull and Gate's viability at a time when many pubs across the country and the capital are closing their doors.

Keep up with local competition

Currently, data shows customers are leaving Kentish Town to enjoy outdoor seating elsewhere. In order to remain competitive, Young's is always looking at ways to improve its offer to customers. The new roof terrace will allow the Bull and Gate to compete with other pubs in the local area which benefit from outdoor terraces and beer gardens.

Respect our heritage

As a Grade II listed building steeped in history, the project team has taken great care to ensure the proposal sensitively reflects both the Bull and Gate and the local area's architectural heritage.

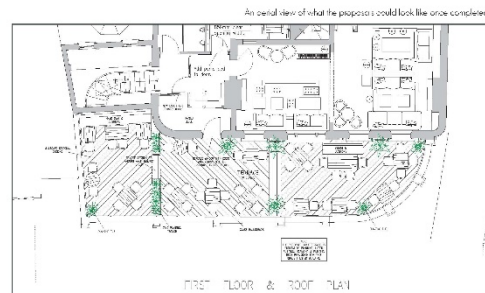
Remain a good neighbour

Because of the Bull and Gate's location close to a main road and other late night entertainment venues, additional noise and overlooking is expected to be minimal. However, to ensure this is the case a terrace management policy will be applied.

Layout of the terrace

The plan below shows what the proposed terrace will look like when viewed from above.

The pub's kitchen will have the capacity to host 50 additional covers, creating more space for customers to enjoy a meal on the terrace during the warmer months. Many pubs across Camden and London benefit from outdoor seating areas, and Young's is keen to ensure the Bull and Gate remains an attractive destination.



Managing the terrace

Remaining a good neighbour

Young's is proud of the role its public houses play in local communities across London and the South of England.

As well as providing a warm and welcoming atmosphere for local people to share a meal and a drink together, playing a positive role in the community also means being a good neighbour.

Whilst the Bull and Gate is not immediately surrounded by a very dense residential area, it is nonetheless vital that once opened, the terrace is managed in a responsible way.

To ensure its careful management, the project team have begun to develop a terrace management policy, which will be submitted as part of the planning application.



Young's values their role as a member of local communities

Terrace management policy

The plan will ensure:

- Access to the terrace during later hours of the evening is prohibited, with a proposed closure time of 10.30pm
- No amplified music to be played
- The terrace will be limited to 50 seated customers
- Patrons will be encouraged to leave the terrace in the lead-up to 10.30pm
- Waiting staff and management will remove customers who are causing persistent disturbance

Next steps

October 2019

A pre-application meeting is held between London Borough of Camden planning officers and the project team.

February 2020

After receiving positive initial feedback, the project team seeks feedback from local residents, businesses and community groups.

Summer 2020

The planning application is likely to be determined, with works likely to start shortly after.

December 2020

The project team begin asking regular patrons of the Bull and Gate for their feedback on the proposals.

Spring 2020

The planning application seeking permission for the new terrace is likely to be submitted.



Illustration of what the proposals could look like from Kentish Town Road

Your feedback

We value our close relationship with the local community. We would like to hear what our patrons and neighbours think about our plans to open a new roof terrace before we submit a planning application.

Please fill in a feedback form today, or get in touch with the team using the contact details below.

Email: bullandgate@communicationspotential.co.uk

Tel: 020 7397 5212

