

Ref: 20 Old Road,  
Whaley Bridge,  
High Peak,  
Derbyshire,  
SK23 7HR.  
19<sup>th</sup> April, 2017  
HPK/2017/0112

### **Further information addressing concerns raised online and at the Town Council meeting**

Firstly, it is very important to us that we engage with the local community and address, and mitigate as far as we can, the understandable concerns of those we hope will be our neighbours – respecting and minimising impact on the people who live closest is a top priority. We wholeheartedly encourage, as one local put it, “well established and responsible members of the community who in fact will take ownership of the culture and nature of this business and will readily take steps to protect neighbours from being disturbed”. Whaley Bridge is a lovely place to live because of the community we all belong to.

We’re glad that that we have been able to meet and talk with some of the immediate residents, and we hope the further explanation below will help address, in more detail than the original Statement, all the concerns raised both face-to-face and online.

Secondly, we would like to emphasise the scale of this proposal – this is a very small micro pub, it is nowhere near the size or scale of any of the public houses in Whaley Bridge. At any one time we expect only a small number of people to be with us and, in the spirit of a micro pub, we will have a limited range of drinks, have limited opening hours, limited facilities and entertainment – we offer something different to a traditional pub and do not want to emulate what the existing public houses currently offer. The emphasis is on craft beer such as cask and keg craft beer and craft lager, but we will also have a small selection of wine, small selection of craft gin and soft drinks and mixers. A small selection of bar snacks will also be available.

Micro pubs are, according to the Micropub Association is defined “*a small freehouse which listens to its customers, mainly serves cask ales, promotes conversation, shuns all forms of electronic entertainment and dabbles in traditional pub snacks. There may be differences between the pubs; they may or may not have a bar, they might serve beer straight from the cask or through hand pumps. But they are united in one philosophy. A simple pub with the focus on cask beer and conversation for entertainment*”. Our hopes for 20 Old Road fit entirely with this ethos.

We’d like to address each concern in turn:

- Noise: We anticipate only having a small number of customers at any one time. Music will be restricted to white background level only as part of the ambience of the proposed micro pub. We anticipate attracting mature customers because the focus is primarily on craft beer and conversation (although a limited range of other drinks will be available). We will not be offering loud entertainment, this coupled with the very small size of the business means that noise from the premises will be minimal.

Whilst drinking on the street is not illegal the Applicant will not permit drinks purchased at the micro pub to be taken off the premises and drunk on the public highway, with the exception of bottles which can be bought for off sales.

The building is constructed of stone walls, some of these are 2 feet thick, some just over 1 foot, and is of very solid construction, and is similar in this respect to both The Shepherd's Arms and The White Hart. Windows are single glazed, as are The Shepherd's Arms and The White Hart. Both of these public houses have opening windows and doors, which again is similar in nature to our proposal. Comments from a resident made at the Council meeting specifically stated that there are no noise issues from either of these large public houses. Our proposal is of a much smaller scale to these and is unlikely to be full to capacity at all times, we anticipate a small number of customers at any given time.

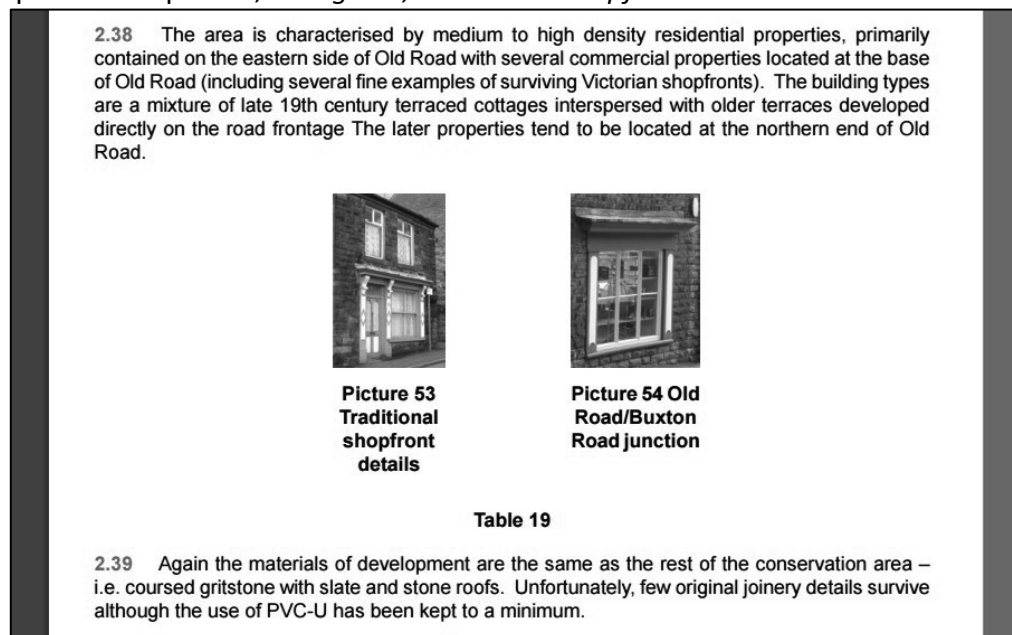
- Loss of privacy: Seating will be arranged so that the majority of customers will face into the micro pub and will not look out onto Old Road, simple pews will be arranged with backs to the windows. Immediately facing the premises is the rear of YoYo's takeaway, as seen from the photo below, with the new houses in between YoYo's and The Shepherd's Arms at a diagonal. If the Planning Officer and Conservation Officer deem it appropriate we would be happy to obscure the glass of this front window and/or install blinds.



- Hours of operation: Other evening businesses already operate in the locality, including YoYo's takeaway, Memories of India Restaurant, the Co-op Supermarket and two public houses. A Wine Bar is also proposed close by on Buxton Road next to Memories of India restaurant. In light of comments raised at the Council meeting we would be happy to adjust opening times as necessary and would like to propose:  
Monday – Thursday 4-10.30pm  
Friday 3-10.30pm  
Saturday 2-10.30pm  
Sunday and Bank Holidays 2-10.30pm
- Historical use of the premises/location: the picture window to the front forms a significant feature of the premises and indicates that the property's original purpose and use was as a commercial premises – this type of window was not used for domestic residential dwellings. As such, it is appropriate that the building continues use in this respect. We have consulted with the Whaley Bridge Conservation Plan which states:

*2.38 The area is characterised by medium to high density residential properties, primarily contained on the eastern side of Old Road with several commercial properties located at the base of Old Road (including several fine examples of surviving Victorian shopfronts). The building types are a mixture of late 19th century terraced cottages interspersed with older terraces developed directly on the road frontage The later properties tend to be located at the northern end of Old Road.*

The Conservation Plan illustrates this with an image of 20 Old Road, identifying it as an example of a shop front, "*image 53, traditional shopfront details*":



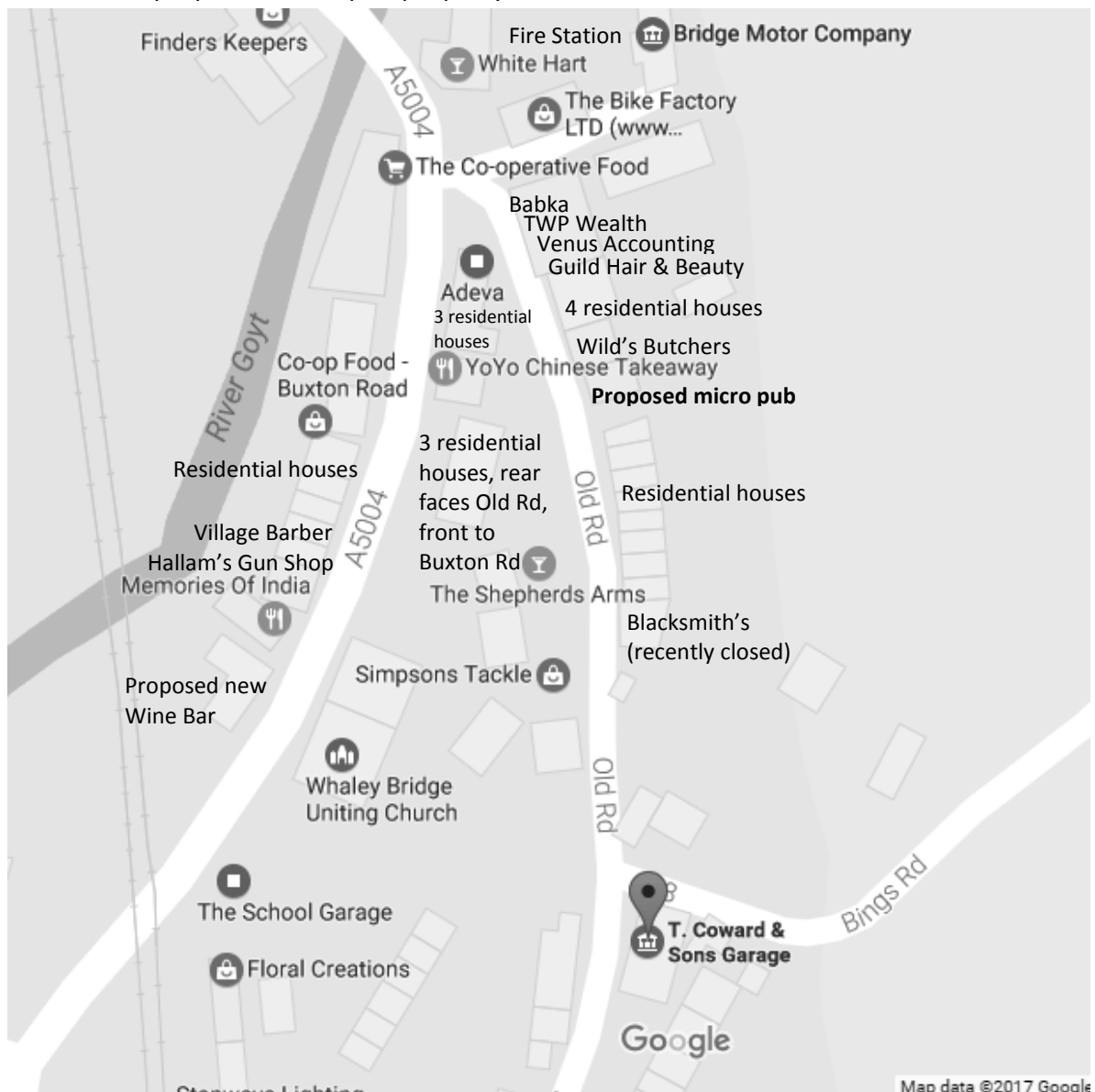
Therefore, the proposed location of the micro pub, being in between two large established pubs, and making use of a Victorian shop will not alter the character of the

area as it is already of mixed use including licensed premises (please see image and list below). Some customers may wish to walk to and from other local public houses/ takeaways/ restaurants, as is current practice.

The property sits at the end of a row of shops intermingled with residential houses.

These being (in order):

- Babka sandwich shop, café and delicatessen
- TWP Wealth financial services
- Venus Accounting
- Guild Hair and Beauty
- 4 residential properties
- Edwin Wild butchers
- The proposed micro pub property



Also close by are The Shepherd's Arms and The White Hart - the property is 1 minute walk (43m) to The Shepherd's Arms, 1 minute walk (65m) to The White Hart, as well as:

- Adeva Hairdresser
- the Bike Factory
- Whaley Bridge Fire Station
- Bridge Motor Company (car repairs and MOT centre)
- Co-op supermarket
- Memories of India restaurant
- Hallam's Gun Shop
- the Village Barber
- a charity shop
- T Coward & Sons (garage and MOT centre)

Until recently, next door to The Shepherd's Arms, there was a fishing tackle shop and opposite a blacksmith. We understand that a new development also has plans to open a Wine Bar nearby on Buxton Road next to Memories of India restaurant.

The micro pub will often open at different times to some of the immediately adjacent neighbours, and with the proposed changes to the opening times, this will reduce traffic volume and potential parking issues at busier times of the day, for example:

- Wild's butchers shop, next door, closes late lunchtime on Saturday
- YoYo's takeaway, whose rear directly faces 20 Old Rd, opens 6pm – 10/10.30pm
- Adeva most often closes at 5pm
- Guild Hair and Beauty 9-5pm, late night on Thursday til 8pm, closes at 2pm on Saturday
- the Co-op Supermarket opens 6am-10pm
- commuters using the station car park typically move their cars from 5pm on weekdays, and demand is much less on the weekends, hence more parking will be available, if required, during off-peak times such as the evening and at the weekend.

All in all, this will have the effect of reducing demand for daytime parking and will benefit from more readily available parking in the town's car parks at off-peak times.

As the majority of customers will travel by foot (and/or public transport) there will be less traffic movement and volume and parking requirement than if the premises was used purely and solely as a shop.

- **Smoking:** A smoking area is available within the boundary of the property and off Old Road. Provision will be made for the responsible disposal of associated litter. The micro pub will be small in nature and it is anticipated that the area available will be sufficient for this purpose as not all customers will smoke or vape, and we note that numbers of smokers are in decline with only 1 in 6 adults, 16%, smoking (<https://www.theguardian.com/society/2016/sep/20/number-of-uk-smokers-falls-to-lowest-level> ). We understand that other public houses, bars and micro pubs do not always offer or make available specific smoking areas, but we would like to do so in order to mitigate neighbour concerns.
- **Capacity:** An estimated number of customers is included in the original statement submitted, we hope to discuss this with the relevant Council Officers, such as the Planning Officer and Fire Safety Officer, and will take their advice as to the maximum capacity for the space available. We do not anticipate our original estimate to be a constant level of custom, or with us all at the same time, and will be happy to revise this down if advised to do so.
- **Traffic/Parking:** This property is well situated with easy access to both public transport and the town's parking areas. The facilities for parking and transport are as follows:

On-street parking bay immediately outside the property for short-term parking which services the existing shops. Our apologies, there was a typographical error in one place on the Parking Statement, which should have referred to “on-street parking” and not “off-street parking”. On-street parking through the town centre all along Buxton Road, (changes to proposed parking areas will be noted once these become available).

Longer-stay parking is available at two locations:

- the Railway Station, Whaley Bridge, High Peak, Derbyshire, SK23 7BL (0.2 miles from the property, approx. 4 minute walk, from Google maps).





- Also at Canal Street, Whaley Bridge, High Peak, Derbyshire, SK23 7LX, (0.3 miles from the property, approx. 6 minute walk, from Google maps).

We understand that the Goyt Inn, The Railway and Goyt Wines' Wine Bar, also in Whaley Bridge town centre, do not offer any parking facilities. We are not sure if there will be any provision for off-street parking for the proposed new Wine Bar on Buxton Road.

#### Public Transport:

- Bus stops located along Buxton Road, less than 5 minute walk, to buses towards Buxton and New Mills and beyond.
- Whaley Bridge train station is a 4 minute walk to the property (please see map above). Commuters walking home from the station, or visitors who are using the train to travel to the town, would find this an easy walk.

As a Personal Licence Holder the Applicant is committed to encouraging people to drink responsibly and do not wish to promote or facilitate people to drink and drive. We want to encourage and make a feature of people visiting us by foot and/or by public transport. We will be happy to display details of bus and train routes and times, and details of the town's car parks in the "How to Find Us" section on the business' website and social media pages along with having copies of timetables available. A list of local taxi firms and their contact details will also be available. Walking routes and walks around the local area will be promoted.

Deliveries: Deliveries will mainly come from Whaley Bridge Brewery, guest beers will come from micro-breweries who do not brew on a mass market scale (no Robinsons, Marstons, etc). This means delivery of products will be taken from van sized vehicles which can access the parking area at the front of the premises as opposed to articulated wagon style vehicles which would require unloading. This is very advantageous and will reduce any traffic or loading concerns. As deliveries are made in small quantities unloading times are short. This is another way micro pubs differ from traditional public houses whose delivery unloading and loading times are somewhat more protracted and made by large vehicles.

In summary: The trend for micro pubs was established in 2005 and has been growing in popularity ever since. There are now over 200 micro pubs in the UK with The Micro pub Association predicting over 800 micro pubs opening by 2018. In keeping with the micro pub ethos, we propose only subdued background music be played, there will be no electronic entertainment (for example, gambling machines, karaoke nights), instead the entertainment is focussed on conversations amongst fellow locals and beer enthusiasts from Whaley Bridge and visitors who may travel from around and out of the area. Traditional board pub games will be available, along with local newspapers, literature and walking guides for those who seek a quiet drink in a relaxed environment.

Whaley Bridge has lost many public houses in recent years, including The Navigation and The White Horse; at Bridgemont we lost The Dog and Partridge and so the total rises to three (and four if we go back further and include the Jolly Roger). With the Jodrell Arms still being closed after years of proposed renovation, the town has lost 5 pubs, representing significant loss of amenity to the community.

As reported in *The Guardian* (10th September, 2015

<https://www.theguardian.com/lifeandstyle/2015/sep/10/small-beer-why-micropubs-are-the-toast-of-britains-real-ale-revival> ) *"The burgeoning micro pub scene is helping to bring real ale to spaces where a traditional pub would not be appropriate, filling gaps on high streets and improving choice for drinkers".* We absolutely hold to the aim to *"offer beer lovers choice, keen prices and convivial meeting places"* (Roger Protz, the editor of 2016 *Good Beer Guide*).