



Design, access statement and
Proposed usage information
for 674 Prescot Road
Old Swan
L13 5XG
16 December 2015

**The site for the proposed Micro pub on
East Prescot Road, L13 5XG.**

The proposal

The development proposes to change the use of the property in question from A2 (financial) to A4 (drinking establishment). It asks the council to consider the opening of a 'micro-pub' called the "Old swan, Ale House".

A micro-pub is an old-fashioned, miniature, public house that avoids modern distractions such as music, jukeboxes and televised sporting events. Instead, it provides a quiet, old-fashioned atmosphere with great local real Ale where the local community can meet for a conversation in a peaceful welcoming environment.

Micro-pubs are small in size and operation. Their opening hours and floor space are very limited while early closing times of 9-30-10pm are standard.

To be successful, it is essential to make sure a micro-pub appeals to the surrounding community and operates in a manner fully supportive to the local residential environment.



Photograph showing a typical micro pub layout

The application has been developed after careful consideration of the local people. We have also seen the success of Cask Micro pub on Queens Drive and the neighbourhood in which it is situated and we believe 'The Ale House' offers a novel concept which fits in well with the surrounding area and respects the local amenity.

Opening times

Monday-Sunday 10am-10pm

Like any new business the need for such product is unsure, therefore, staffing v's demand is always a difficult formula to get right. Although the opening times applied for is 10am to 10pm 7days a week, the first months opening times will be way short of these. The times applied for have been done so in order to avoid having to resubmit for planning in future.

Location



The unit is located on the corner of Prescot Road and Leinster Road in Old Swan, Liverpool. The site address forms part of a local shopping parade that stretches down Prescot Road which in turn is set within a larger residential area.

The unit sits at the end of a long established terrace of commercial properties serving the local community. The surrounding businesses offer a variety of shops,

delivering a mixture of goods and services including a number of small retail outlets and pubs. The existing pubs in the area do not offer client led local real ales and beers nor are they a freehold.





Plan showing location

Reasoning and neighbourhood

We believe the scheme will fully respect the local amenity and will not have an undue or unacceptable impact on local people. There are already a number of pubs in the area.

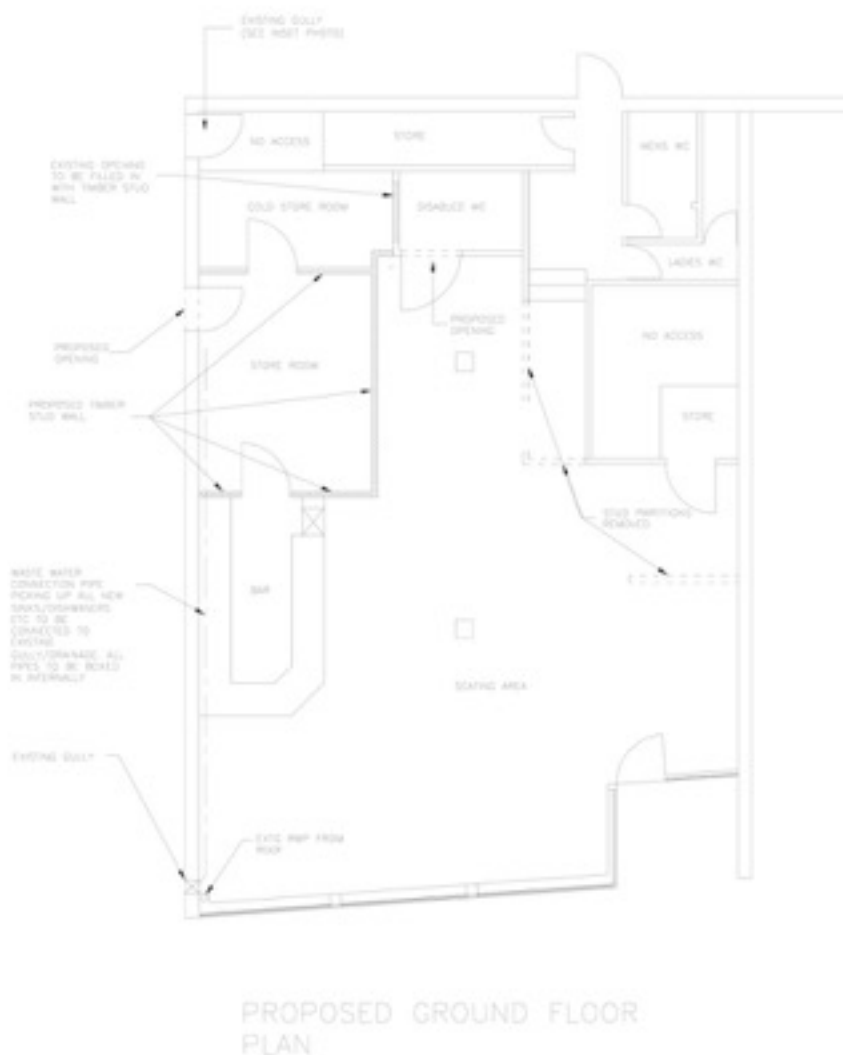
A micro-pub is small. The small floor area will limit customer numbers to around 30 at any one time, therefore substantially reducing any potential impact on residents such as disturbance, car parking, or noise. The closing time will be prior to other pubs in the area so will not impact on that either.

Furthermore, the micro-pub will not contain music, jukeboxes, fruit machines - so it will be unattractive to those looking for a lively night out.

Another feature of micro-pubs is the importance of building a friendly relationship with a small, stable clientele. Such good relationships allow the landlord to control the customer base in a much tighter way than is normally found in a larger establishment, and, by its nature, will serve to avoid disturbance to local people.

Furthermore, the proposal depends on attracting and maintaining customers drawn from local residents within walking distance of the pub. This means the business will be most attractive to older clients or people looking for the unique but quiet atmosphere that only a micro-pub can offer. As a result, maintaining a good reputation is fundamentally important to the commercial viability of the project and so there is a great emphasis on preventing disruptive behaviour at the earliest possible opportunity.

To be successful, the micro-pub must fit in with the residential area in a way that is economically productive and socially acceptable to the local people on whose business it undoubtedly relies



Facilities and grouping

Prescot Road is a broad mix of service and businesses alongside retailers. These include chemists, florists, newsagents, hairdressers, beauticians, electrical retailers, banks and other services. Therefore the range of outlets is already very mixed.

Alongside this, the proposal itself is very limited in scale and will serve such a small customer base that we do not believe it will alter or undermine the overall function of the Prescot Road or replicate existing uses.

Indeed, we believe it will do the opposite, adding vitality and viability to Prescot Road as a whole. Since micro-pubs remain rare, they represent a unique venture in any neighbourhood where they appear. As such they become a focal point offering a distinctive service which is unique to local people. In this way they bring an element of diversity to an area, attracting footfall that will be beneficial to surrounding businesses whilst adding to the character of the neighbourhood as a whole.

Plumbing and toilets

There is already an in-situ male, female and disabled toilets with forced air vents. There will be an industrial sink installed in the store room for the purpose of beer line cleaning etc which will connect into the disabled wc sink waste outlet.

The hand wash sink and the glass wash machine will run internally and be connected to the existing gully on the corner of Prescot road and Leinster Drive. The current rain and foul drainage are combined. There will be no food cooked on the premises so there will be no need for industrial extractor fans.

Access

The building already benefits from disabled toilets and an DDP access ramp to the main entrance. Access to the disabled wc internally is all one level. Staff will be on hand to assist and move furniture out of the way to allow full access where and when needed to fully support a disabled patron.

New Opening to store room

It is proposed to provide a new opening in the side elevation to Leinster Road. This is to allow delivery wagons to offload on a side street rather than the main road and therefore ease the flow of traffic on Prescot Road.

Another advantage of creating this new opening is that firkin barrels will not need to be delivered through the main bar area. This provides a level of safety for the staff and patrons. Access to the rear of the building is via locked alley gates and sometimes the alley is blocked with bins/rubbish. There would also be a possibility of a collision with the public as the toilets are located to the rear of the building.

The new opening will be created by providing a lintel/beam above the new opening to support the wall above.

Neighbours

There is a single flat above the unit. The occupier has been contacted about the scheme and is fully supportive of the application in general. There are 2 pubs in close proximity of the Ale House, the Black Horse which is on the opposite side of Prescott Road and the Masons Arms which is on the same side but further up Prescott Road, both of which will be open later than the Ale House Micro pub. As such there will not be any added adverse affect on the local area.

Smoking

Smokers will be directed to the rear of the building in order to keep them clear of the main access and main street, Prescott road. Wall mounted “smokers butt bins” will be placed on the wall. The rear door leads out on to the alley which is locked off to Leinster Road with Alley gates so there will be no access from Leinster Road for the public.

Conclusion

A freehold micro pub is a fairly new concept in ale drinking. It will source the best of local beers and ales and will offer these based on it’s customer led approach. For decades pubs have been in the hands of big brewery chains that have pushed beers in order to maximise their own profits. The Ale House will be a local business owned and run by a local person that can offer that sense of community space were people can talk, mingle and reconnect with those around them in a friendly warm environment whilst drinking real ale.