

Dear Richard,

Planning Application BR/10/18/PL– The Dog & Duck Micropub

I am writing in reply to a email from yourself confirming our planning application is for a Micropub and not a Micro-Brewery. There will be no brewing at the premises. All beers sold will be sourced from local Micro Breweries. There will be a maximum of two deliveries per week between the times of 10am and 4pm.

I appreciate we may be the first Micropub to have applied for planning in Arun, although locally there are five in Worthing including one in Goring, one in Selsey, and one has recently secured planning in the Hornet Chichester. I therefore thought I would explain the concept of the Micropub.

The Micropub Concept

The first Micropub, The Butchers Arms conceived by Martin Hillier opened in Herne, Kent in 2005. Martin hated smoking, televisions, background music, gaming machines and gassy tasteless draft lager. He wanted a pub selling quality cask ales and to encourage conversation, ie, a Place where people talk to strangers and the Micropub movement was born. Since then there has been a quiet revolution. In 2017 around 2 micropubs were opening in the UK each week, contrast this with the 29 conventional pubs have been closing each week

So what is a Micropub?

- The emphasis is on cask-conditioned real ale, largely sourced locally. In addition Wine (including English wines) and Cider is normally sold; but the landlord is dedicated to keeping it in great condition, typically in a cold room but we will be using cooling jackets. Gravity cask maintains its natural condition. Lager is generally only sold by the bottle. Micropubs do not normally sell Spirits but a few do sell Gin which is currently all the vogue
- Encourages conversation, and talking to strangers is the norm
- Bar snacks only, no food. Snacks such as Cheese and Biscuits are normally provided free on a Sunday
- Whilst we will have a small bar, many do not and offer table service
- Normally seating is on high Kentish Style seating (narrow benches) seating 4 – 6 people around the edge to promote conversation. Normally internally seat 20 – 30 people; some additionally have some outdoor courtyard or pavement seating
- A community hub
- Put life into old retail units in declining high streets
- Most Micopubs close early evening on a Sunday eg. 7pm and close all day on a Monday. From Tuesday to Thursday most open at noon and close mid-afternoon, reopening at 6pm and generally close no later than 9.30 or 10.00 pm. On Fridays and Saturdays most open at midday and remain open until closing again at around 9.30 – 10.00pm. Extended hours may apply at New Year, bank holidays, and for other special occasions. Please see our application for our proposed opening hours.

As a result Micropubs tend to attract a more mature audience just wanting to go for a quiet drink; to meet others and most importantly enjoy a great pint of local cask conditioned real ale.

I have also included the following references:

- The Micropub Association – www.micropubassociation.co.uk & Facebook
- The Anchored in Worthing - The first Micropub to open in Sussex and this years West Sussex CAMRA Regional Pub of the year 2017. This is similar in size to our application. – www.anchoredinworthing.co.uk & Facebook
- The Georgi Finn, Goring – www.thegeorgifinn.co.uk & Facebook
- The Brookstead Worthing – www.brooksteadalehouse.co.uk & Facebook
- The Crab Pot Selsey – On Facebook only
- 2016 Article in the Mirror – <https://www.mirror.co.uk/news/uk-news/great-british-boozers-back-unstoppable-9005649>

I hope the above information will help you in considering our application,

Kind Regards,

James Boyle