

Design and Access Statement

106 The Street Rustington Bn16 3NJ

Full Planning Application for Change of Use from "Owens Electrical and Lighting" Retail premise (A1) to "The Georgi Fin Rustington" a Licenced Micropub (A4). We currently own The Georgi Fin Worthing which is a multi award winning venue that has revitalised the Goring road and changed it for the better. We would like to do the same for the residents in Rustington seeking a similar place to consume artisan products.

Site

106 The Street was originally a house converted into a retail shop on the main high street. The site lies within the defined town centre and is well enclosed by existing development related to such. The site does not fall within a conservation area and is not subject to any other statutory designations.

The property has most recently been used to sell electrical, lighting products and accessories and has been in operation for many years. The tenants will be vacating and I have agreed to take on a new lease subject to approval for a change of use to A4.

Proposal

Planning permission is sought to convert the retail premises to a micropub 'The Georgi Fin Rustington' here we will sell mainly real ale and craft cider and wine, produced by small local independent brewers. A micropub, although falling within the A4 use class, is not a standard pub but is rather more like a traditional alehouse, providing a relaxed and sociable atmosphere for a comparatively small number of customers. Without amplified music, fruit machines or television it has the feel of a village pub, despite its central location, making it attractive to discerning drinkers out for a quiet pint or two. Micropubs specialise in real ales and craft beers and attract a more mature clientele, who appreciate the artisan nature of craft brewing.

Many conventional pubs that currently operate, and this can be applied in varying degrees to the two outlets currently situated in the Rustington area The Lamb and the Establo Lounge, tend to be food oriented one with Sky sports, gaming machines, juke boxes and heavily discounted drinks. Although a limited amount of real ales are available at these local pubs, our proposal will be a complimentary, niche market establishment aimed at the responsible drinker and anyone who may wish to try something a bit different to the recognised 'pub' model.

The Micropub association defines a Micropub as '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'

The proposed Micropub therefore, will not be in business to compete directly with these establishments, in fact quite the opposite. It will provide a more peaceful and convivial atmosphere and cater for people who enjoy real ales, ciders and perries from a diverse selection of local and national small producers, the cost of which will

reflect the quality and provenance of the products. No lager, alcopops or mass produced drinks will be sold.

Instead of competing on price, we believe that a pub should compete on quality, choice and the customer experience. It's not just what you sell, but how you sell it.

Two words that sum up our aim are 'community' and 'conversation'.

Owing to the smaller size of the premises and the absence of background amplified music or television, customers of micropubs are more likely to strike up conversations with other customers. An unfortunate symptom of today's society is loneliness and isolation; drinkers entering other, noisier, establishments may find it difficult to converse with others whereas the ethos of a micropub is to welcome and include single drinkers and promote conversation between strangers. Linking into this is the community feel – we see our micropub very much as a potential hub of the community. We are aiming to encourage local community groups to hold meetings there, free of charge.

Other Micropubs in the area other than ours in Goring include:

Anchored of Worthing, The Brookstead Ale House of Broadwater and The Green Man of Worthing

More information regarding micropubs can be found on the Micropub Association website

www.micropubassociation.co.uk

Traditional pubs are sadly on the decline, with establishments closing on a weekly basis, and indeed a number of pubs have closed in the wider Worthing area. However, more micropubs are opening and trading very successfully, attracting new customers and tapping into the interest and demand for locally brewed real ales and craft beers. There are now approximately 200 micropubs across the UK, filling gaps on the High Street and improving choice for beer drinkers and demand for alternative place for the mature customer to socialise.

With the loss of some locally run pubs in the area, our proposal will offer a local 'pub' that will support local breweries and other local businesses. There are now approximately 1,500 microbreweries across the UK approximately 60 of these are in Sussex please see the full list:

<http://www.brightoncamra.org.uk/Breweries.html>

Premises

Very limited alterations are planned to the existing building internally, other than the installation of an additional toilet if allowed and sound proofing to assist with the confidence that this is a quiet establishment. The main retail area is to be utilised for the bar area, beer storage and seating areas. There is a rear access door and space for an office/kitchenette at the rear of the shop. We would like to build a stud wall

room to house the kegs on a rack (cool room) This room is cooled to 13 degrees to maintain the quality of the cask ales. This is highlighted on the drawings.

Any alterations carried out will comply with building regulations. Regular contact will be maintained with all relevant officers to ensure continued compliance and guidance during the refurbishment of the premises.

The external signage will be changed to reflect the branding of my business by making minor adjustments; this will improve the aesthetics of the local 'streetscape.' I have demonstrated this below with visuals. A translucent film will be applied to the inside of the left window to create the logo.

Residential amenity

As previously stated, 106 The Street is situated in a commercial area. There are flats above and along most shops on the parade. As the micropub is a low-key community facility, with no amplified music and no activities resulting in excessive noise, any increase in noise, disturbance would be minimal and also minimised further by the intention to sound proof the room. There will be limited opening hours and the venue will close much earlier than conventional pubs.

Refuse is to be stored at the back of the property. This will be very limited as the beer will be dispensed from returnable beer casks. Any disposing of bottles will be carried out during the day to minimise any noise and we will only serve cold snacks like pork pies and crisps.

Opening Hours

Although the opening hours requested as part of this application are from 11.00am to 10.00pm to allow maximum flexibility, our normal trading hours will fall well within these parameters. Initial plans are to stay closed on a Monday then open 6 days a week from Tuesday to Sunday. We intend to close between 2pm and 5pm Tuesday-Thursday. Friday and Saturday will be open 12pm-10pm (or even earlier on a quiet evening) and Sunday 12pm-5pm. Customer demand will dictate future opening hours as the business grows.

Food

We are proposing to sell traditional bar snacks such as pork pies and sausage rolls crisps and pates. We intend to use the shops on The Street Rustington to source the above produce

Parking

According to the census of 2011 the town's population was 13,833, and it is envisaged that a number of these local residents will become our regular customers, mainly arriving on foot.

However, micropubs are 'destination' pubs and attract real ale enthusiasts who travel widely, usually by public transport, to sample both different beers and to experience different establishments selling real ale. The provision of a micropub will

therefore attract additional visitors to the town. There is no specific public car park to the site but few customers will be driving. However, if required, there is allocated short stay street parking within close proximity the 106 The Street. There will be no adverse effect on through traffic on Goring road and there will be no envisaged dropping off/ picking up outside the building.

With regards to the beer, we will be collecting some beer ourselves by car. For beer deliveries, this will be by van from local microbreweries. There is parking to the rear of the building where there is a rear entrance to bring in deliveries. There will be no adverse impact on parking or to traffic flow on Goring road and indeed, deliveries would only be similar to that for any other business.

Transport Links

As well as serving the local community, our proposal of offering good quality ales will attract people from outside the Rustington area utilising the well-integrated bus network, which serves the surrounding villages, towns.

The excellent 700 coastliner bus service from Brighton-Arundel connects Rustington with a number of nearby towns including Worthing which has 6 micro-pubs promoting 'real ale trails' whereby enthusiasts visit a number of establishments on the same day.

Local economy

Whilst recognising the change of use will result in the loss of an A1 retail outlet, there are a number of other empty shops in the very near vicinity. The conversion of 106 The Street into a micropub reflects positively on the town both aesthetically and economically. It is vital for empty retail units to become occupied to allow the area to be more appealing to potential residents and people visiting the town of Rustington.

Although this will be a business run by my partner and myself, it is envisaged that in the future it will provide job opportunities for local residents, in addition to a venue where they can socialise and consume local produce.

There will also be a positive impact on other businesses such as increasing the number of customer at local food outlets already established in the parade.

We will want to fully contribute to any wider initiatives to attract more visitors to Rustington and take an active part in any Retailer or Traders' Associations.

We view the provision of a micropub as a positive step towards providing more customer choice and a more diverse retail offer for local residents, contributing to the continuing regeneration of The Street.

Kind Regards

Craig & Helene