Design and Access Statement
38 Front Street,
Cleadon,
SR6 7PG

We are a local family with a love for brewing craft ales and beers ready to take our passion to the next level. Having brewed quality craft ales at home for many years we now feel that this is the right time to open a micropub/brewery to share these creations with the local community.

We are also looking to offer craft ales, stouts, beers & Gins from local micro brewery's and distillery's as well as the unique opportunity to sell crafted ales & beers which have been brewed on site in our microbrewery, this has never been done locally before and we feel it would be a great asset to the village and surrounding areas. All beverages not brewed on-site will be sourced from small local companies which will give a welcomed, and much needed, boost to our local economy in these difficult times.

Our micropub would be a home from home, cosy, dog friendly and a great place to socialize, like stepping back in time, getting away from the commercialized pub of today. We would not want to change the appearance of the building from the outside as it is one of the original buildings and we feel it would look perfect as an old-fashioned public house. The interior will have the original stone-work and brickwork preserved, the decor and furniture will be in keeping with a traditional feel to compliment the original features. All work will be in line with local building control standards and we also hope to include a DDA regulation standard toilet as part of the renovation works.

Our vision is to provide somewhere for people to come to relax and enjoy our extensive drinks menu. A place to catch up with friends, traditional and homely, just like pubs used to be, which will fit in perfectly with the village and residents. There will be no loud music, no gaming machines, no TV. Our opening hours would fit alongside the other establishments in the village so there is no further disruption after hours. Our micropub would promote responsible drinking and will refrain from offering happy hour incentives or any other buy-one-get-one-free offers, etc. to discourage heavy drinking. Our overall aim is to provide locally sourced drinks and a quiet place to enjoy them. Our target audiences are 30 years + and the brand of drinks on offer won't attract the younger age group - so there will be no negative impact to customers or the public from unsociable behavior.

We have identified a range of potential customers that we wish to attract to our venue. These include returning locals, dog walkers, visitors of nearby shops, walkers visiting the nearby Cleadon Hills or completing the SouthTyneside walking route which Cleadon Village is situated on, and visitors from outside the area looking to sample the new, unique micropub/brewery - all of which will hopefully visit the other fantastic shops, cafes, restaurants, pubs & businesses within the village.

We understand that an increase in visitor numbers to the village could also, potentially, have a negative impact on the area and we would like to state the following on areas that may cause concern:

- Parking – Two spaces available to rear of property for any staff working. On all advertising and social media platforms we will be encouraging visitors from outside the area to use the pay & display car park situated at the Britannia Inn
- Deliveries – we anticipate two deliveries per month, which will be through the rear entrance. We will work closely with adjacent businesses to ensure that these do not clash and ensure they are outside of peak times, i.e. school drop off/collection times.
- Noise – no amplified music will be played on the premises. Closing times will be in line with other public houses in the area. Microbrewery omits no more noise than the sound of a kettle boiling and will not be heard outside of the building
- Smell – While people may have concerns regarding the smells from brewing equipment, our microbrewery equipment is self-contained and sealed which releases no fumes or smell.
- Rubbish – commercial bin will be situated to the rear of property which will be cleaned and emptied on a regular basis to ensure no build-up of rubbish occurs.
- Anti-social behavior – as previously stated; our target customers are older and more mature than the younger generation. However, we will always ensure that all customers are supplied alcohol in a responsible manner.

Having spoken to numerous residents and nearby friends they all agree that the village is ready for an exciting, new and unique business that will compliment the area and bring the community even closer together during what has been an awful time of uncertainty. It's our passion, and we truly believe it will breathe much needed life back into the village.

We have the support of the landlord and his family (please see letter attached), who have owned the surrounding properties for generations. While there has been much interest from other businesses looking to lease the property, the landlord has decided go with our proposal as they agree the village would greatly benefit from our micropub. We have been offered a 10 year lease, along with a substantial investment by ourselves and are fully committed to being there long term and bringing our local community together.

We look forward to working with the planning department and local community to ensure this application is approved and are happy to answer any further questions you may have that could help us bring our dream to life.

Yours Faithfully

Rob Johnson and Lee Pescod