

20/22 Cheapside Cleckheaton

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Background

The first micro pub opened in Kent in 2004, ever since the craft beer market has taken off. With craft ale bars opening up across the country ranging from large brewery owed bars in city centres to small independent bars in towns and villages across the UK.

In 2012, there were 1,218 breweries in the UK. This has increased to 2,273 today, of which 197 small independent brewers are based in Yorkshire alone.

Purchasing craft ales to drink at home has also become popular, with the supermarkets just recently joining the trend and stocking a very small range of craft beers.

Why Cleckheaton?

We moved to Cleckheaton approximately two years ago and were impressed with the diversity of the town centre. Cleckheaton has number of traditional pubs and bars, but we noticed that there were no bars focusing on the booming craft beer market. For example, Morley, with a similar demographic to Cleckheaton, now has 4 craft ale bars which attracts both local people and visitors from further afield.

As craft beer fans ourselves, we think that this kind of bar would be a great addition to Cleckheaton, not only a place for people to come and sample the huge range of craft beers, but also giving customers the opportunity to purchase goods for consumption off the premises. We think this type of business will fit in with the range of independent, craft shops within the town centre, offering local people and visitors something a little different.

The Bar

The proposed bar will sell a wide ranging number of craft beers from local breweries and some from further afield, bringing fine craft beers from some of the UK's best small, independent brewers. We are looking to have 8 beers on tap which will rotate on a regular basis so there will always be something new for customers to try. Draft beers will be offered in thirds, halves and pints (dependent on the ABV).

In addition to this, the proposed bar will offer over 100 beers in cans for consumption on and off the premises. Therefore, in addition to a high quality specialist ale bar, Cleckheaton will also benefit from a beer shop stocked with local craft beers to take home.

We also plan on utilising the fully fitted kitchen in the property to provide quality local meats and cheeses in the form of charcutier boards.

Target Audience

Craft Ale target audience is usually around 30 to 50 year olds, and we suspect the proposed bar will attract similar clientele. Visits to such bars usually entail sampling a few of the craft ales and possibly purchasing some for home consumption. This is not an audience that will be looking for cheap or mass produced alcohol with the sole intention of excessive drinking.

Trading Hours

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Closed	Closed	12pm-8pm	12pm-8pm	12pm-10pm	12pm-10pm	1pm-8pm

Local Economy

There are 197 breweries in Yorkshire. The vast majority of these are small, independent breweries who rely on trade from businesses like that of which we are proposing in this application. Magic Rock are probably the largest and well known in Kirklees, but many smaller brewers, such as Beer Ink, Mill Valley, Zapato, etc produce amazing ales and we wish to showcase and offer these and others to our customers and shoppers in the bar.

We plan on opening the kitchen following trading to provide “Yorkshire Boards” - charcuterie boards featuring meats and cheese direct from local farms and shops.

Deliveries

The bar will have a heavy rotation of beers on tap and in cans. The idea is to ensure that whenever a customer returns, there will always be something new to try! So therefore, we will be constantly sourcing small batches from local breweries and will mostly be collecting these ourselves.

However, some breweries will deliver. As we will only be working with small, independent brewers, deliveries will be small. There will be no large vehicles. Deliveries will be by small van and will consist of one or two kegs, etc. There are no expected issues with regards to delivery. Any vans will not cause any access problems or blockages to the street outside.

Traffic / Parking

There will be no additional traffic caused by the change of use proposed in this application.

The premises does not include any dedicated parking spaces. Any patrons of the bar or customers looking to shop for off-sales will be able to park in Cleckheaton. St John's Car Park is less than 5 minute's walk from the proposed bar. There is also 60 minutes parking outside of the bar on "Cheapside".

Waste Management

The proposed bar will generate a limited amount of waste and recycling. Drinks served in the bar will be stored in kegs that are re-used, or cans which will be stored in external bins located in the rear yard and recycled via Kirklees Councils weekly waste collection.

The bins are located at the rear of the property behind securely locked gates. There will be no change to the waste collection at the property.

Due to the nature of the bar there will be very few bottles, any of which will be recycled. Under no circumstances will glass bottles be deposited into external bins after 18.00.

There will be no, or very limited amounts of plastic used (i.e., no straws, plastic glasses, etc.).

Noise

The first "Micropub" was opened in 2004 and the general rule of thumb is that it is a place for conversation and good beer. There are generally no TV's, no fruit machines or jukeboxes.

We do plan on playing music, but this will only be low volume, background music. There will be no live bands or loud, late music.

We do plan on opening, at some point, the rear yard as very small outside space. This does not back out onto any residential areas and due to the opening hours and target audience, noise at night will be very limited.

We do not intend for the bar to have late night opening and will close at 8pm on week days and 10pm on weekends.

Smoking

There will be a smoking area created to the rear of the building within the boundary of the property. Smoking will be prohibited on any public area around the building.

Anti-Social

Due to the target demographic for the proposed bar (see 'Target Audience' above) anti-social behaviour will be less common than in other drinking establishments. This is due to the fact that patrons will be frequenting the bar to sample new local craft ales, etc rather than the sole intention of getting drunk. This bar would not appeal to people looking for excessive alcohol consumption. There will be no standard mass produced cheap lager (or similar) on offer. Likewise, the bar will offer no shots, cheap spirits, alcopops or discounted alcohol.

Any craft beers with a high ABV will be sold in 1/3 or 1/2 pints only.

The opening hours of the bar will be in keeping with the target audience and will not attract late night drinkers.

The bar will not be showing any sports, or playing any loud music.

Local Residents

As this a town centre location there are no residential properties within the area.