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19<sup>th</sup> September 2022

Rob McNicol and Jessica Robinson,  
Environment Department,  
City of London Corporation,  
Guildhall,  
London,  
EC2V 7HH

By Email: [rob.mcnicol@cityoflondon.gov.uk](mailto:rob.mcnicol@cityoflondon.gov.uk)

Dear Rob,

### **St Bride's Tavern ACV Nomination**

The Campaign for Real Ale (CAMRA) is a volunteer-led campaigning organisation with over 160,000 members. We exist to celebrate and support pubs and traditional British cask beer at the heart of our communities. As the regional pub protection advisor for the Greater London region, I write with the blessing and authority of the East London & City Branch, which covers the City of London.

We have previously worked with the Corporation of the City of London on planning policy matters and on specific campaigns involving pubs under threat or the need for equivalent alternative provision within developments e.g. The Tipperary, The Hack & Hop and The Still & Star.

We are aware of a planning application to demolish St Bride's Tavern on 1 Bridewell Place within Castle Baynard Ward and will be making comments to your colleagues in the planning service once we have examined the application and proposals in detail.

We have also been made aware of a nomination for registration of the pub as an Asset of Community Value under the 2011 Localism Act. We would like to pledge our wholehearted support for this nomination and encourage the Corporation of the City of London to look most favourably upon it.

Although in its present guise as a late 1950s mixed used office and retail building, St Bride's Tavern actually continues a rich history of public house use on that site, dating back to at least the early 18<sup>th</sup> century. The Cogers debating society was formed within the pub in 1755 when it was known as The White Bear.

The current building is remarkable inasmuch as it is a rare survivor of a purpose built post-war pub from an era when pub building in London was scant. St Bride's Tavern is a family-run, independent pub, in an area dominated by managed and chain houses. Pubs within the City are very special, serving more visitors, workers, guests and tourists than locals, but contributing inestimably to the character and charm of the ancient commercial heart of London. Whilst St Bride's Tavern might not be considered as architecturally significant as (say) Ye Olde Cheshire Cheese or The Black Friar, it adds to the rich spectrum of the City's pubscape and has built up a loyal following under the very careful stewardship of David and Karen.

I recently called in for a lunchtime drink myself and to have a detailed look at the pub and I was very impressed with the presentation, enhanced during lockdown by the painstaking clearing of the original bronze frontage. The interior is smart and tidy and the service and welcome were excellent. Having spoken to some of the regulars, I can confidently say that this is precisely the sort of pub that the Localism Act was designed to protect. Whilst I recognise that ACV registration provides no silver bullet and any community offer of takeover cannot impose a sale, it does lend weight in the form of a material planning consideration, which will be of significant in the forthcoming planning proposal to demolish the pub, a scheme which, in our view is unnecessary and contrary to policy.

As far as the criteria under Section 88 of the 2011 Act go, the evidence is overwhelmingly in favour of adding St Bride's Tavern to the register of land of community value and we would lend our voices firmly behind the Ward Councillors and the members of the unincorporated association in whose name the nomination has been made.

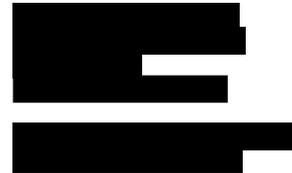
Yours sincerely,

James Watson  
For, and on behalf of, The Campaign for Real Ale  
[www.camra.org.uk](http://www.camra.org.uk)

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Date  
15 November 2022

Our reference  
UASW/EJT/ATE8.U1

Your reference

Dear Jessica

### **St Brides Tavern - Nomination for the designation as an Asset of Community Value**

1. We write on behalf of Fleet House Development Limited, the long leasehold owner of the property known as Fleet House, 8-12 New Bridge Street, London EC4 (the "**Property**").
2. We refer to your email of 21 October 2022 regarding the application for the public house at the Property known as St Brides Tavern (the "**Public House**") to be listed as an asset of community value ("**ACV**") (the "**Nomination**"). For the reasons set out in this representation, we do not consider that the Public House meets the requirements for an ACV and respectfully request that the City of London Corporation (the "**Corporation**") declines the Nomination.

### **Legislative framework**

3. The requirements for the designation of land or buildings as an ACV are set out in the Localism Act 2011 (the "**Act**") and the Assets of Community Value (England) Regulations 2012 (the "**Regulations**"). In summary, this legislative framework provides that where a local authority receives a valid community nomination concerning land in its area, the nomination should be accepted if that land is of community value.
4. We have considered both the validity of the Nomination and the substantive question of whether the Public House is of community value against the requirements of the Act and Regulations, taking into account the Corporation's guidelines for determining nominations (December 2016) (the "**Corporation's Guidelines**") and relevant case law and industry guidance. We set out a tabular analysis of the Nomination against this framework at **Appendix 1** and expand on these matters below.
5. In summary, we do not consider that the current commercial use of the Public House furthers the social wellbeing or social interests of the local community. The evidence provided in the

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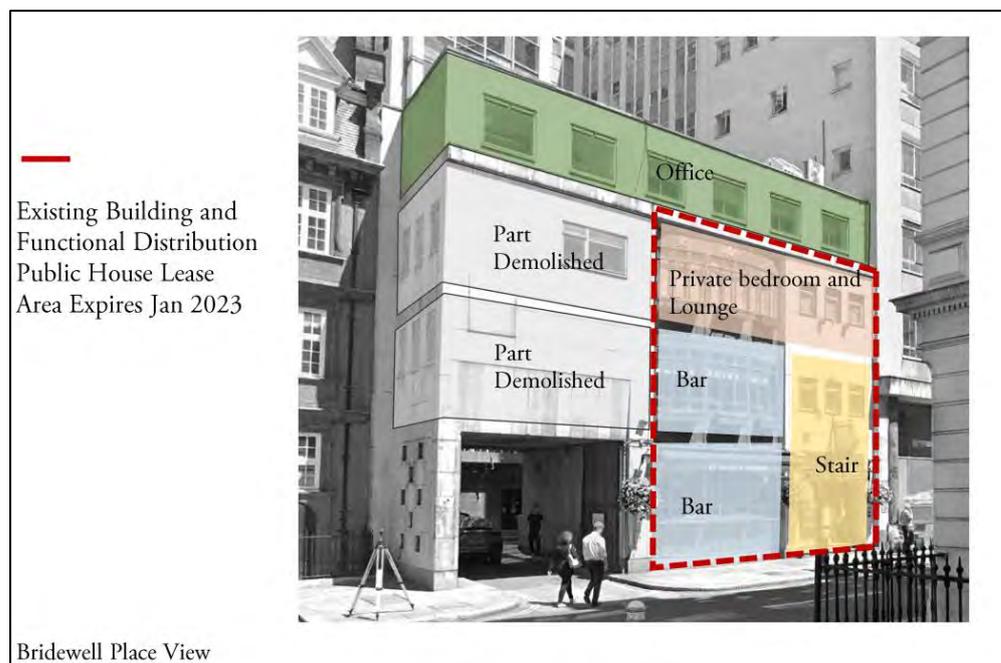
Nomination falls short of that required by the Corporation's Guidelines and there is little that distinguishes the Public House from any other drinking establishment in the City of London – of which there are c.200 according to the Corporation's Guidelines.

6. While the Nomination appears to be motivated by the proposed redevelopment of the Property pursuant to planning application 22/00622/FULMAJ (the "**Planning Application**"), this is not a reason to list the Public House as an ACV. Indeed, if anything, the Planning Application demonstrates that any perceived loss to the local community carries limited weight, as the applicant has been in extended dialogue with the Corporation's planning officers and is fully committed to re-providing a larger, fully accessible and more prominent public house use as part of the refurbishment plans. A formal update of the Planning Application's development description and the subsequent commencement of a re-consultation period is pending the planning officers' initiation of same.

## Validity and information requirements

### *Description of the land or building*

7. A community nomination is required to include a description of the nominated land, including its proposed boundaries.
8. The Nomination describes the Public House and includes a copy of the freehold title plan and title register. This plan is misleading, as the area demised under the Public House lease is limited to the basement, ground, first, and second floors and the part of the demise in actual front of house use as a public house is limited to approximately 80 sq m (NIA) allocated across the ground and mezzanine floor levels.
9. The image below shows in profile the area demised under the Public House lease, and the areas in public house use, in the context of the wider Property in which it is inset. The Public House sits below one of the existing floors forming part of the main Fleet House building and adjoins two partially demolished floors (internal) and a betting shop at ground floor level (all outside the Public House lease demise). The Public House represents a small proportion of the total floor area at the Property, with the primary use of the Property being office use.



10. Should the Corporation be minded to accept the Nomination, notwithstanding the matters set out in this representation, any ACV designation should be limited to the part of the Property in public house use.

### *Occupants, freeholders, and leaseholders*

11. A community nomination is required to include a statement of all the information that the nominator has with regard to the current occupants of the land and all of those holding a freehold or leasehold estate.
12. The Nomination identifies the Corporation as the freeholder and David Perkins and Karen Perkins as the occupiers of the Public House. However, it does not mention Fleet House Development Limited's long leasehold interest, despite this being information held by the nominators through both the consultation on the Planning Application and through the landlord and tenant engagement with David Perkins and Karen Perkins (including the payment of rent to Fleet House Development Limited).

### *Evidence of the nominators' eligibility*

13. A community nomination is required to provide evidence that the nominator is eligible to make a community nomination. The Nomination provides details of a not-for-profit unincorporated body of 22 residents of the ward of Castle Baynard. We should be grateful if the Corporation would confirm that at least 21 of these individuals are registered on the February 2022 electoral ward list.

### **Community Value**

14. While we have some queries about the validity of the Nomination, as set out above, the Nomination should not be accepted because it does not establish that the Public House is indeed of "community value" as defined in the Act and Regulations and informed by the Corporation's Guidelines and other relevant guidance.
15. The Act provides that a building or land will be of community value if, in the responsible authority's opinion:
  - a) an actual current use of the building or other land that is not an ancillary use furthers the social wellbeing or social interests of the local community, and
  - b) it is realistic to think that there can continue to be non-ancillary use of the building or other land which will further the social wellbeing or social interests of the local community.
16. The concepts of "social wellbeing" and the "local community" are not defined in the Act or Regulations, while "social interests" are defined as including cultural, recreational, and sporting interests. This provides flexibility for responsible authorities to consider how these concepts apply in their area, as the Corporation has done in the Corporation's Guidelines. We set out a tabular analysis of the Nomination against the evidence required by the Corporation's Guidelines at Appendix 1 and comment further below.

### ***Does the actual current use of the Public House further the social wellbeing or social interests of the local community?***

#### *Overall body of evidence*

17. The Nomination includes unclear and in any event very limited evidence of uses, facilities, events, or indeed awards which could establish that the Public House is of community value, or which otherwise distinguish the Public House from the c.200 other drinking establishments in the City or indeed the seven other public houses located within 200 metres.
18. The Nomination lists a series of 27 booking names suggested as being from groups or companies using the 40 sq m upstairs mezzanine floor of the Public House for private events.

It is worth noting that the mezzanine floor does not include any level access meaning the range and extent of customers or members of the community that can access this space is limited in the first place – but equally this is a commercial activity rather than a community function and is not in any way distinct from the multitude of other pubs in the immediate area such as The Olde Bell Tavern's Private Dining Room on Fleet Street, The Punch Tavern also on Fleet Street, The Albion on New Bridge Street, or Three Cranes on Garlick Hill, all of which provide function or private hire / dining space.

19. Guidance issued by CAMRA advises those wishing to promote a nomination that *"to get your pub listed as an Asset of Community Value you will have to demonstrate to the Council how it adds significant value to your local community"*. The guidance goes on to give examples of evidence that could be used demonstrate such value. Although the CAMRA guidance has no official status, it is telling that the Nomination is able to provide little such evidence, suggesting that on CAMRA's own guidance the Public House is not of community value. For example:
- a) The Public House does not host live music events, quiz nights, beer festivals, or karaoke nights. It does not offer games such as dart boards, quiz machines, pool tables, or board games, nor does it sponsor a representative team in sports leagues.
  - b) There is no evidence of the Public House advertising local events or businesses, providing local community groups with meeting spaces, or raising funds for local charities.
  - c) The Public House does not offer a food menu.
  - d) There is no evidence of the Public House being used for election hustings or constituency surgeries, coordinating a neighbourhood watch scheme, or offering other important services to the local community.
  - e) The Public House does not offer good access for disabled people.
  - f) The Public House is not listed or considered to be of particular architectural merit, it is not noted to be of any historical significance in the Fleet Street Conservation Area appraisal.
  - g) The Public House does not offer facilities such as children's areas or a beer garden or otherwise provide facilities which are not available elsewhere in the area.
  - h) There is no evidence that the Public House has won any awards for services to the community, been referenced in any prominent tourist or local pub guide, is included in CAMRA's Good Beer Guide or is a member of CAMRA's LocAle initiative.
20. We have included a more detailed analysis of the Nomination against the evidence suggested by CAMRA at **Appendix 2**. When this is considered together with the evidence required by the Corporation's Guidelines (as set out at Appendix 1) it is difficult to conclude that any particular social value is associated with the current use of the Public House. We comment further on specific matters in the Nomination below.

#### *History of the Public House*

21. The history of the Public House, as set out in the Nomination, contains a number of inaccuracies and should be given little weight.
- a) The Nomination states that St Brides Tavern, by which it means the current pub premises at 1 Bridewell Place, has been in its current location and has served the local community since 1895. This is incorrect. The current Public House was constructed in the late 1950s / early 1960s following the grant of planning consent in 1958. Prior to the construction of the current Public House, there is no record of a public house at the Property.

- b) The Nomination states that prior to 1895, there was a public house called the White Bear on the same site which was sold and then demolished in 1895. This history of a public house at the Property is not supported by historical mapping. For example, the records below dated 1886 and 1895 show that the site of the current Public House was occupied by a police station and a post office at this time.
- c) The Nomination relies heavily on the Public House's association with the Cogers Debating Society. On the basis that the White Bear was located at the site of the current Public House, the Nomination asserts that the Cogers was formed at the site of the Public House in 1775 and that the Cogers used a public house at this site until 1871. While the existence and history of the Cogers generally is not in question, the purported link to the Public House is not supported by the historical records.
- d) This is evident from the Nomination which contradicts itself in this regard, as it goes on to say that the first meeting of the Cogers was "*convened in the upper room of a tavern in **Bride Lane, Fleet Street, in 1755***" (our emphasis). The letter from a trustee of the Coger Trust similarly refers to the Cogers being formed at 15 Bride Lane (a statement which is repeated on the Cogers website). The Public House is of course located at Bridewell Place – 15 Bride Lane is entirely outside the legal demise of the Property.
- e) There was historically a public house located on the northern side of Bride Lane which may have been associated with the Cogers. This public house is shown marked "PH" on the historical maps below. This public house no longer exists and the Cogers have frequented many public houses in the City since then. In any event, any historical or cultural value that this former public house on Bride Lane may have had is of no relevance to whether the Public House should be listed as an ACV, given that it is on a different site.



Fig 1: Extract from 'Insurance Plan of City of London Vol II: Sheet 32 1886'



Fig 2: Extract from Ordnance Survey Map 1895

22. For all of the above reasons, no community or social value can be established from the history of the Public House set out in the Nomination and in particular from the purported association with the Cogers.
23. Indeed, the Corporation has already determined the historic value of the Fleet House building, including the Public House, in approving the demolition of the building pursuant to planning permission 14/00254/FULMAJ granted on 2 April 2015 (the "**2015 Permission**"). Historic England was consulted on this application and raised no heritage considerations. The Planning and Transportation Committee report (dated 23 September 2014) found that the demolition of the building, including the Public House, was acceptable in heritage terms (paragraphs 42-52) and in particular that "*[t]he existing building is not considered to be of architectural merit and it does not make a positive contribution to the Fleet Street Conservation Area. Its demolition [is] acceptable*" (paragraph 48).

*Evidence that the Public House furthers social wellbeing or social interests*

24. The evidence from local residents, other individuals or groups comprises letters or emails from nine individuals. These establish that the Public House is used by the Friends of the Observer social group, by parishioners and choir members of St Bride's Church, and as an annual Christmas party venue by a television company which provides a Kent postal address. The Nomination also includes evidence of 27 private group bookings during the course of 2022. In the context of a City pub with a large catchment population, this cannot be considered a significant or sizeable local community whose social wellbeing and interests are furthered by the Public House.
25. It is again noteworthy that the existing Public House provides limited disability access with toilet facilities located on the mezzanine floor (stair access only) which is also the area bookable for private function uses. This lack of inclusiveness is also demonstrated by the fact that the Public House operates a smart dress code with this requirement displayed at the entrance to the premises – this may be perceived to be exclusionary and also suggests that the Public House is unlikely to accommodate community uses such as gatherings after social sport. Further, the

Public House only operates on weekdays and does not serve any community function over the weekend or contribute to the vibrancy or sense of community in the area or the weekend economy.

26. The Nomination also explains that a QR code at the bar counter allows customers to sign a petition in support of the ACV nomination, with 638 people having signed as at the date of the Nomination. The petition in fact is both to support the ACV nomination and object to the Planning Application, suggesting that the ACV nomination is motivated by opposition to the proposed redevelopment of the Property rather than any genuine community desire to bid for the Public House. In any event, with no further information about the signatories, the petition does not evidence that any of these customers regularly frequent the Public House and contribute to its community spirit. As noted in the Corporation's Guidelines, many pubs have a transient or variable user base rather than a core of regulars who derive particular social value from a particular public house. The Nomination does not show the Public House to be any different to the majority of pubs in the City in this regard. As noted above, the Public House is only open on weekdays and operates a smart dress code which reinforces that it is City workers rather than an identifiable local community who use the Public House.

#### *Awards, recognitions, and recommendations*

27. While the flower displays at the Public House have won several awards as part of the Flowers in the City campaign, the same campaign has issued a number of other awards to properties in a range of uses across the City such as office buildings and hotels. Awards for floral displays cannot therefore be said to relate uniquely to the public house use which is the subject of the Nomination and cannot carry weight in determining whether this use is of community value.
28. Beyond this, no evidence of awards or similar recognition is provided. The Cask Marque accreditation dated July 2014 submitted with the Nomination is a common industry accreditation (held by over 10,000 pubs according to the Cask Marque website) as is the Guinness quality approved accreditation. Neither of these are awards or a matter to which community value can be attached. Indeed, the Cask Marque is specific to the publican, rather than the public house at which it is displayed.

#### *Evidence of long term use as a public house contributing to a sense of place for the community*

29. In addition to the comments made above, we note that the Nomination relies heavily on the Public House having been operated by David Perkins and Karen Perkins for the past 17 years, suggesting that their service and attention to detail is unique in the area. While we question whether good friendly service by a particular pub landlord or landlady is a reason for land and buildings to be listed as an ACV in any event, in this case it should also be noted that the Public House lease to David and Karen Perkins will come to an end on 6 January 2023.
30. It is worth contextualising this point by noting that the tenants made a commercial decision to enter into the current Public House lease with an awareness and understanding that it was outside the Landlord and Tenant Act 1954 and limited to a term of 5 years commencing on 7 January 2018 (and also included a mutual rolling right to terminate the lease on not less than 3 months prior notice, although neither party exercised that right). The tenants have no legal right to renew the Public House lease or remain in occupation after 6 January 2023. The Nomination states that the tenants wish to continue to operate the Public House, suggesting that both the tenant's objection to the Planning Application and the Nomination itself may be part of a strategy to influence this independent commercial and legal agreement. The Corporation will be aware that this cannot be taken into account in determining either the Nomination or the Planning Application and that it would set a dangerous precedent to do so.
31. Beyond the service provided by the tenants, the Nomination simply asserts that people who use the Public House do so to come together for a drink, celebrate occasions like Christmas, or host events like leaving do's and birthdays. While the Public House has existed in its current form since the late 1950s / early 1960s, in these respects the Public House is no different to

any other public house in the country and we would suggest that this type of use carries little weight when assessing whether the Public House is of community value within the meaning of the Act.

*Social and cultural associations with the local area*

32. The Nomination outlines the social and cultural history of Fleet Street, including its association with the national press and the presence of St Brides Church and the St Brides Institute. The Public House is described as part of the "fabric" of the area, with the implication being that it has social and cultural value simply by virtue of being located near Fleet Street. We do not consider this can be a correct basis for listing the Public House as an ACV.
33. In contrast, in listing the Tipperary as an ACV (one of only two public houses to be listed as an ACV in the City of London) the Corporation found evidence of extensive social history "*on the site of the pub*", with the nomination demonstrating 575 years of use within a Grade II listed building and a great deal of social history published in books and articles, extracts of which were included with the nomination. In this case, the Nomination says little about the social and cultural history at the site of the Public House save for its purported association with the Cogers, which we have commented on above, and its use by the press which was undoubtedly the case for any public house in the Fleet Street area.

*Sports and games competitions, representative teams, events, quiz nights, karaoke etc.*

34. As noted above, and stated in the Nomination, the Public House does not host local sports and games competitions, field a representative pub team in local sports or games leagues, or run events such as quiz nights or karaoke.
35. This too is in contrast with the evidence that the Corporation has relied on in other cases. In listing the Still and Star (the other of the two public houses to be listed as an ACV in the City of London) the Corporation found evidence of 200 years use, with the public house hosting events such as summer BBQs and pub crawls; having a representative darts team playing in a local league; and participating in City of London community fairs as an example of a community pub. The Nomination's assertion that the Public House "is not the sort of public house" that does such things is an inadequate response to the requirement for ACV's to further the social wellbeing or social interests of the local community.

***Is it realistic to think that there can continue to be use of the building or other land which will further the social wellbeing or social interests of the local community?***

36. If the Corporation agrees that on balance the current use of the Public House does not further the social wellbeing or social interests of the local community, there is no need to consider whether future uses would be likely to do so. However, we would make the following comments about the evidence provided in the Nomination regarding the prospect of such future use.
  - a) The Nomination relies on the Public House having been used as a public house since 1895 as evidence that this use will continue into the future. As noted above, this is not supported by the historical records. The current Public House was constructed following the grant of planning consent for an office building including licensed premises in 1958 and there is no confirmed record of a public house at the Property prior to this date.
  - b) The Nomination also relies on the fact that the current tenants have been running the Public House for 17 years as evidence of this use continuing, stating that David Perkins and Karen Perkins wish to continue running the Public House for the local community. The Nomination does not mention that the Public House lease expires on 6 January 2023. It also does not accurately reflect the communications between the long leaseholder and tenants that have been held over a number of months beginning in May 2022. These discussions were undertaken in good faith and covered the possibility of a short extension to the lease to allow the Public House to trade uninterrupted over the Christmas holiday period and (on

the tenant's enquiry) the possibility of the tenants coming into the re-provided public house on completion of the redevelopment. Accordingly, the tenants have been aware of the long leaseholders proposals to re-provide a public house use and indeed, at one point in time, were amenable to trading from a newly provided unit forming part of the scheme which is the subject of the Planning Application. However, in both circumstances, the tenants did not proactively reach out to further explore such options beyond an initial conversation with the long leaseholder which was receptive to the same. While the long leaseholder remains happy to engage constructively on landlord and tenant matters, correspondence from the tenants dated 20 August 2022 ultimately notes that they will not require an extension to the lease and will vacate the Public House on 6 January 2023.

- c) The Nomination acknowledges that there is an existing planning permission to demolish the Public House but states that "the developer has not come forward to take forward such permission". The planning permission referred to is the 2015 Permission which authorised the demolition of Fleet House and St Brides Tavern and the erection of a replacement building consisting of 6,972 sq m of office floor space, two flexible retail units and one flexible retail / pub / office unit. There are no conditions in the 2015 Permission or obligation in the related planning agreement that require the re-provision of a public house use in the flexible unit should the development authorised by the 2015 Permission be progressed.
  - d) The Nomination gives the impression that no steps have been taken to progress the development authorised by the 2015 Permission but this is incorrect. All of the pre-commencement conditions attached to the 2015 Permission have been discharged through formal applications to the Corporation in its capacity as local planning authority and demolition works commenced pursuant to the 2015 Permission in early 2018. These works implemented the 2015 Permission, as confirmed by the certificate of lawfulness with reference number 21/00704/CLEUD granted on 19 October 2021 (the "**2021 CLEUD**"). Accordingly, the 2015 Permission remains extant and the development it authorises can continue to be built out and this remains a viable and deliverable option for the long leaseholder.
  - e) The Corporation's Guidelines state that the current owner's intentions are relevant when considering whether a future use will further the social wellbeing or social interests of the local community. In this case, the long leaseholder required the 2021 CLEUD to be obtained as a condition of its acquisition of the Property, as stated on the application form for the 2012 CLEUD. This evidences the long leaseholder's intention to progress with this development, including the demolition of the Public House, should the Planning Application be unsuccessful. The long leaseholder has instructed its planning consultants to continue to discharge the conditions of the 2015 Permission while the Planning Application is progressed to minimise any delays to the development programme. It has also implemented a vacant possession strategy. A break notice has been served by the long leaseholder to terminate the betting shop lease on 29 January 2023; the contractual terms of the office lease and the ground floor restaurant lease each expire on 31 December 2022 and these leases are outside the Landlord and Tenant Act 1954 (and in the case of the office lease the tenant has already exercised a tenant break terminating the lease on 30 November 2022); and the Public House lease expires on 6 January 2023 as noted above.
37. If the Planning Application is put to one side for separate consideration (as required by the Corporation's Guidelines and as a matter of law) the reality is that the current lease of the Public House will expire in January 2023 and will not be renewed and that there is a live planning permission for the demolition of the building including the Public House which is being actively taken forward. Neither the Nomination, nor any ACV designation which may follow from it, will change or have any bearing on this position. This makes it difficult to conclude that the Public House use, or another use which furthers social wellbeing or social interests of the local community, will continue to be carried out at the Public House site.

## **The Planning Application**

38. The Corporation's Guidelines are clear that a pending planning application to end or change the current use should not be pre-judged in order to inform the ACV decision, as such a planning application will be subject to separate consideration. This applies to the Planning Application.
39. The Planning Application seeks permission to demolish the Public House. However, unlike the 2015 Permission, the Planning Application does not seek to end or change the current use of the Public House site. The Planning Application originally proposed a flexible public house / café / restaurant use at ground floor level. However, the long leaseholder has agreed to amend the Planning Application to expressly secure a public house at ground floor level and thus remove any ambiguity about the long leaseholder's intention to re-provide a public house use at the Property. The long leaseholder's proposals and commitment to re-providing a significantly enhanced public house use as part of the refurbishment and development proposed by the Planning Application also address London Plan policy HC7.
40. The amended description of development for the Planning Application is set out below and the draft proposals for the re-provided public house are attached as **Annex 3**. The long leaseholder understands that these amendments will be subject to re-consultation in the usual way, the timing of which is to be confirmed by the Corporation's planning officers.

*"Partial demolition of Fleet House and full demolition of St Bride's Tavern Public House (retention of basement levels) and the erection of a part replacement building with roof extension to provide an 8 storey building for office use (Class E) at levels 1-8, with office lobby (Class E) and commercial space (Class E) at ground floor and mezzanine level and **public house (sui generis) at ground floor and part basement level**; new pedestrian and servicing route from St Brides Lane to Bridewell Place."*

41. While the Planning Application must be determined without reference to the Nomination, we would ask that the Corporation notes the following attributes of the re-provided public house, particularly when considering the extent to which there will be a loss to the local community when the current Public House use ceases.
- a) Prominence: The proposed public house has 300% more ground floor frontage, including frontage to New Bridge Street, and also the proposed Bridewell place, helping to encourage increased trade.
  - b) Accessibility and inclusiveness: The public house will enjoy access positions to Bridewell Place, New Bridge street and Bridewell Passage. The public house will offer accessible access allowing customers and staff of all abilities to use the premises.
  - c) Enhanced area: The proposals see an uplift in total area by 100% over the existing public house, and increase in public area of over 200%.
  - d) Outside space: Access to Bridewell Place will offer off street covered outside space.
  - e) Accessible toilets: The proposed public house will provide toilets which are accessible.
  - f) WELL principles: The proposed public house will provide spaces designed around WELL principles, for the health benefits of staff and customers. This includes increasing floor to ceiling heights and natural daylight while minimising energy use.
  - g) Safety: The proposed public house will be serviced on site via a dedicated lay-by minimising disruption to the current street network while eliminating unsafe vehicle movements. The public house will meet current regulations including fire safety regulations.

- h) Sustainability: The proposed public house will be sustainable, built to meet modern fabric performance and low operational energy use.
42. The above demonstrates that the public house proposed by the Planning Application represents a significant improvement on the current Public House, including in terms of its potential to deliver economic, social, and cultural value to the local community.
43. For all of the reasons set out in this representation, we do not consider that the Public House meets the requirements for an ACV. The long leaseholder would be grateful if the Corporation would keep it informed of the progress of the Nomination and, subject to the outcome, reserves its position on seeking a listing review, making an appeal, or seeking compensation in accordance with the Act and Regulations.
44. Should the Corporation have any queries about this representation please do not hesitate to contact Emma Tait at [e.tait@taylorwessing.com](mailto:e.tait@taylorwessing.com) or 020 7300 4952.

Yours faithfully

**Taylor Wessing LLP**

## ANNEX 1

### Assessment of the Nomination against the requirements of the Act, Regulations, and the Corporation's Guidelines

| Validity of nomination                                    | Nomination  |
|---|---|
| Description of the nominated land or building             | The nomination provides a description of the public house and includes the land registry plan for the freehold title. The plan does not show that front of house public house use net internal area only occupies approximately 80 sq m. See para 8.              |
| Information about freeholders, leaseholders and occupiers | The nomination includes the title register for the freehold title only. It does not identify the long leasehold interest. See para 12.  |
| Reasons for nomination                                    | The nomination provides reasons but it is not considered that these establish that the public house is of community value.  |
| Evidence of the nominator's eligibility                   | The nomination provides details of a not for profit unincorporated body of 22 residents of the ward of Castle Baynard. The City of London Corporation should confirm that at least 21 of the members are registered on the February 2022 electoral ward list.     |
| Status of the nominator and local connection              | As above.   |
| Location of the land or building                          | The Public House is located within the City of London.  |
| Exemptions from designation                               | The Public House does not fall within the categories of exempted land uses under the Regulations.   |
| Primary use of the land or building                       | The Public House use is not the primary use of the land or building. If notwithstanding the matters raised in this representation, any land or building is to be listed as an ACV this should be limited to the areas of actual public house use. See paras 9-10. |
| Actual or current use                                     | The actual or current use of that part of the wider Property described at para 9 is as a public house.  |
| Evidence of future use                                    | <p>It is not realistic to think that the current use will continue beyond January 2023. See paras 29-30 and 36.</p> <p>The long leaseholder has committed to re-providing a public house use. See paras 38-42.</p>  |

| <b>Evidence of furthering social wellbeing or social interests</b>   | <b>Nomination</b>  |
|--|--|
| Local community  | The Nomination considers the local community to be workers, residents, and visitors. Letters or emails are provided from 9 individuals who are stated to form part of this local community. The public house otherwise appears to have a transient or variable user base, much like other public houses in the City. See para 26.  |
| Evidence from local residents, other individuals or groups who use the public house that it furthers social wellbeing and social interest  | <p>Letters or emails are provided from 9 individuals. These confirm that the public house is used by the Friends of the Observer social group, by parishioners and choir members of St Bride's Church, and as an annual Christmas party venue for a company the gives a Kent address.</p> <p>Extensive social history of the public house has been submitted, focussing on its fabled use by the Cogers. This is factually incorrect. See paras 21-23.</p> |
| Evidence from local Members and other community leaders that the public house furthers social wellbeing and social interest                | The 21 local members include three Castle Baynard ward Councillors and one neighbouring ward Councillor.   |
| Evidence of awards, recognitions and recommendations earned by the public house  | The public house has won awards for its flower boxes. No other awards are disclosed. See paras 27-28.  |
| Evidence of long term use as a public house contributing to sense of place for the local community   | <p>The Public House currently at the site was built in the late 1950s / early 1960s. It has been run by the current tenants for 17 years. This lease will expire in January 2023 and is not being renewed. See para 29-30 and 36.</p> <p>The information submitted about the prior use of the site as a public house is inaccurate. See paras 21-23.</p>   |
| Other social or cultural association with local area   | The Nomination provides information about the social and cultural history of Fleet Street and the St Bride's Institute. This is not in itself evidence of the Public House's community value. See paras 32-33.   |
| Evidence that the public house is well used as a venue for local sports and games competitions, e.g. pool, snooker, darts, dominoes, cards | None.  |
| Fielding a representative 'pub team' in local sports or games leagues or other competitions, e.g. football, darts                          | None.  |

|   |  |
|---|--|
| <p>Evidence that the public house is well used as a regular meeting venue for local clubs, societies, hobby groups, work-based groups and other special interest groups</p>                                     | <p>Letters or emails are provided from 9 individuals. These confirm that the Public House is used by the Friends of the Observer social group, by parishioners and choir members of St Bride's Church, and as an annual Christmas party venue for a company based in Kent. Evidence is provided of 27 group bookings during 2022. This is not considered to amount to "well-used" in the context of a City pub. See paras 24-25.</p> |
| <p>Staging frequent events which meet the needs of local customers, e.g. quiz nights, karaoke, parties, etc.</p>  | <p>None</p>  |
| <p>Evidence that the public house is used as a venue for local community events and services, e.g. Community Toilet Scheme membership, party bookings, family occasions, room for hire, catering available.</p> | <p>The Public House has an upstairs function room. Evidence is provided of 27 group bookings during 2022. The Public House is not a member of the Community Toilet Scheme. The Public House does not serve food.</p>   |

## ANNEX 2

### Assessment of the Nomination against the CAMRA guidance on ACV nominations

| <b>CAMRA guidance – events</b>  | <b>Examples / evidence in nomination</b>                                      |
|---|---|
| Live music events are often hosted at the pub which brings the community together. This also provides a platform for local music artists and contributes to the local area's culture.   | None.   |
| The pub hosts advertising for local events which encourages the community to come together to support local businesses.   | None.   |
| There are televisions screening sporting events enjoyed by patrons. This allows people in the community to come together to enjoy specific sporting events – providing a safe place to enjoy a drink and a specific sporting event for vulnerable members of society. | None but it is understood that the Public House screens some sporting events. |
| The pub hosts a regular quiz night which brings people together from a variety of different backgrounds; furthering the recreational interests of the community.  | None.   |
| A local beer festival offering a range of local beers is hosted at the pub. This helps support local businesses as well as bringing people from the community together.   | None.   |
| During election periods, the pub is used to host election hustings.   | None.   |
| The pub hosts a karaoke night which is enjoyed by people in the community.  | None.   |
| The pub takes part in events which raise money for local charities.   | None.   |
| <b>CAMRA guidance – facilities</b>  |   |
| There is a beer garden attached to the pub which is used and enjoyed by local people including families. This is particularly enjoyed in the summer months and brings different groups of people together.  | None but some outside pavement seating is provided.                           |
| A children's play area for local families is available at the pub.  | None.   |
| The pub adjoins a sports field and users share the pub's facilities. This not only encourages local residents to take pride in their local area, but also provides more custom for the pub and allows people from different backgrounds to mix together.              | None.   |

|   |  |
|---|--|
| The pub has a great food menu enjoyed by the local community. (You can also mention whether there are any special food offers available for older people etc).  | None. It is understood that the Public House does not serve food.                    |
| Free wifi is available for customers which allows people to access the internet that otherwise would not be able to. The pub therefore provides a vital facility for people wanting to use the pub for more than just a social event.                             | None, although the majority of establishments in the City offer wifi.                |
| There is free parking available which is accessed by the wider community. This allows people to get to/from the pub safely when transport systems may be down. It also means that families can access the pub easily.   | None.  |
| There is good access for disabled people at the pub. This provides an easily accessible and inclusive space to meet with other members of the local community and provides a safe and enjoyable environment to be in furthering the persons individual wellbeing. | None. The Public House is not fully accessible or inclusive.                         |
| Meeting spaces are available for local community groups and charities to use.   | None.  |
| The pub provides other important local services to the community. (This could include a library, a post office, a local shop or any other service that is used at the local pub).   | None.  |
| The pub offers games such as a dart board, quiz machine, a pool table and board game which are enjoyed by the community.  | None.  |
| There are good transport links available to/from the pub. This means that elderly members of the community can easily and safely get to/from the pub. It also means that people from surrounding areas can easily access and enjoy the pubs facilities.           | No specific evidence but all public houses in the City have good transport links.    |
| <b>CAMRA guidance - awards</b>  |  |
| The pub has won a local award for the pubs services to the community.   | The public house has won awards for its flower boxes. No other awards are disclosed. |
| The pub has won a national award for the pubs services to the community.  | None.  |
| The pub has been included in a tourist and local pub guide, which attracts more people to the pub from surrounding areas and communities which helps boost the local  | None.  |

|   |  |
|---|--|
| economy. It also puts the pub on the map as a pub worthy of recognition from the Council.   |  |
| The pub has been included in CAMRA's Good Beer Guide. CAMRA's good beer guide is a renowned book for promoting only the best local pubs.  | None.  |
| This pub is a member of CAMRA's LocAle, committed to serving locally produced real ales and meeting consumer demands for local produce.   | None.  |
| The pub has won an award for its commitment to raising money for local charity.   | None.  |
| <b>CAMRA guidance – other ways a pub adds value</b>   |  |
| The pub sponsors a team which represents it in sports leagues furthering the sporting interests of the community.   | None.  |
| The pub has special value to local heritage and culture which should be protected. The pub's heritage forms an important part of the community's historic and cultural identity. This furthers the cultural interest of the community, as traditional pubs of architectural value are becoming rarer. | The nomination incorrectly states that the Cogers debating society was formed in a public house on this site. Evidence is given of the social and cultural history of Fleet Street generally but this does not equate to the Public House having community value.  |
| The local MP often uses the pub to hold constituency surgeries or meetings.   | None.  |
| The pub provides training and development for employees which increases individual wellbeing and supports people's professional development.  | None.  |
| There are no other facilities in the area that provide the array of activities that this specific pub does.   | None. The Public House provides few facilities beyond a drinking space. There are c.200 other drinking establishments in the City, including seven other pubs within 200 metres.   |
| The pub enables local people to meet and socialise in a welcoming environment which, individually, they find rewarding and enjoyable. Such social interaction is also in the interests of the locality as a whole as it encourages community cohesion and a collective sense of well-being.           | Letters or emails are provided from 9 individuals. These confirm that the Public House is used by the Friends of the Observer social group, by parishioners and choir members of St Bride's Church, and as an annual Christmas party venue for a company based in Kent. Evidence is provided of 27 group bookings during 2022. This is limited in the context of a City pub. |
| The pub enables local people to enjoy a range of drinks (and food) in a pleasant, convivial atmosphere, which furthers their individual well-being.   | See above.   |

|   |   |
|---|---|
| The local neighbourhood watch scheme is coordinated by the pub which forms an important part of community life. | None.   |
| This is the only pub in the village.  | There are c.200 other drinking establishments in the City including seven other pubs within 200 metres. |

Note: The CAMRA guidance can be found at the link below.

<https://www1-camra.s3.eu-west-1.amazonaws.com/wp-content/uploads/2019/04/15093103/What-to-include-in-ACV-nominations-CAMRA-Factsheet.pdf>

## **ANNEX 3**

**Proposed re-provision of a public house use at the Property**

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# Fleet House

8-12 New Bridge Street

Public House Reprovision Strategy

14.11.22

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|     |                             |  |
|-----|-----------------------------|--|
| 1.  | Executive Summary           |  |
| 2.  | Policy Statement            |  |
| 3.  | Criteria for Defining a Pub |  |
| 4.  | The Design Proposals        |  |
| 4.1 | Context :                   | The Existing Public House<br>Site History                                    |
| 4.2 | Proposals :                 | The Proposed Areas<br>Public House Operational Diagram<br>Indicative Layouts |
| 5.  | Servicing Strategy          |  |
| 6.  | Commercial Feedback         |  |

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# 1.0 Executive Summary

This document has been prepared to provide further clarification and substance to the intended pub re-provision as part of proposals by Fleet House Development Limited to deep refurbish the property known as “Fleet House”, 8 – 12 New Bridge Street, London EC4V 6AL.

As noted, the intention is to re-provide a public house on site which enhances the accessibility, prominence/frontage, versatility and floor-area of the pub. The proposals outlined herein protect the function and operational distinction of the use whilst also being complementary to the wider workspace plans which form part of this application. It is worth highlighting that this application will continue to provide a pub at this property, unlike the implemented planning permission (14/00254/FULMAJ) which is subject to a Certificate of Lawfulness (21/00704/CLEUD) determined on 19th October 2021. Guiding our review of the subject proposals are the following planning policies and considerations:

**London Plan (2021) Policy HC7:** This seeks to protect those public houses which are determined to possess heritage, economic, social or cultural value. Notwithstanding the substantiated merits of each of these criteria, it should be noted that a pub is not being lost but it is being re-provided. As such, the cultural, economic and social value that public houses can provide, will have the ability to be maintained on the site to the benefit of workers, users and the City as a whole. The proposals therefore are in line with Policy HC7. An initial assessment of the of the pub against HC7 was set out in the pub note submitted with the planning application – this did not find any evidence that the pub is of any heritage, cultural, economic or social value that warrants protection of the St Bride’s Tavern building itself.

The existing pub was constructed in 1958. As concluded by the Heritage Report that accompanies the planning application – and notwithstanding third-party suggestions to the contrary, the evidence-based

assessment of heritage value for the present building is simply not met. This is further validated by the fact that the City of London’s planning committee has already determined on the heritage and general status of the building elements which constitute the present St Bride’s Tavern in its decision to consent to its demolition under the implemented consent (14/00254/FULMAJ). Notwithstanding this, the Applicant has been and remains keen to work with the City of London in considering the recent adoption of the London Plan 2021 and its policy base (namely HC7) – to this end, it is proposed to re-provide an enhanced public house which brings lasting benefits to the area and is not incongruent with the wider re-development .

### **Planning Authority Feedback:**

The application submitted by the Applicant intended to remain consistent with the principles of the permitted 2014 scheme (in terms of its definition and treatment of the ground floor activities). Within this submission, and the development description itself, the option to re-provide a pub was not dismissed – however it sought flexibility as per the previous consent.

Since our submission, the City of London has provided new and additional feedback which the Applicant has reflected on - we now detail herein how additional elements could be incorporated into the pub function to further reinforce confidence around continued presence at this location; and wider scheme are set out further in this note.

# 1.0 Executive Summary

## Criteria For Defining A Pub

In order to be clear that a public house use is providing the essential features characteristic of a pub – and in the absence of any statutory guidance, the Application has referred to the Campaign for Real Ale (CAMRA) and its industry sourced definition of what qualifies as a public house.

For clarity, CAMRA is an independent voluntary consumer organisation headquartered in St Albans, England, which promotes traditional British pubs and clubs. With just under 160,000 members, it is the largest single-issue consumer group in the UK, and is a founding member of the European Beer Consumers Union (EBCU).

CAMRA's campaigns include promoting small brewing and pub businesses, reforming licensing laws, reducing tax on beer, and stopping continued consolidation among local British brewers. It also makes an effort to promote less common varieties of beer, including stout, porter, and mild as well as traditional cider and perry.

CAMRA is organised on a federal basis, over 200 local branches, each covering a particular geographical area of the UK, that contribute to the central body of the organisation based in St Albans. It is governed by a National Executive, made up of 12 voluntary unpaid directors elected by the membership.

The aforementioned CAMRA definition has been the basis of engagement for the Applicant and the City of London's planning case officers. As a result of these discussions, the CAMRA definition has been used as a basis for establishing a criteria for pubs (please see below) which has been accepted by the City of London as an appropriate reference point.

These key elements of a pub will all be included in the re-provided public house space in Fleet House. In addition, the description of development is to be updated to refer to 'public house (sui generis) at ground floor level and part basement level'.

1. Be open to and welcome the general public without requiring membership and without charging for admission;
2. Allow drinking without requiring food to be consumed, with no more than 50% of the floorspace laid out for meals;
3. Allow customers to buy drinks at a bar without relying on table service;
4. Primarily serve food and drink for consumption on the premises;
5. Any room or area for hire should not prevent the simultaneous use of the premises by the public;
6. Function as a self-contained premises, with a separate access from the street; and
7. Have a character and appearance that distinguishes it from the office building.

A comparison of the existing public house and proposed public house is provided within this document to illustrate clearly our correspondence to the definition, as well as to demonstrate the positive enhancements being introduced by the proposals. It should be noted, that these plans – in addition to the above guidance – have also been developed with advice from established food, beverage and leisure agency specialists: Knight Frank Retail and Hooper Commercial.

Both agencies act with and on behalf of established operators in the sector and have guided the design response to reflect the requirements they are seeing in the market at present but also trends going forward. In the appendix, we have re-provided a guidance note from Hooper Commercial on the use, unit and location.

# 1.0 Executive Summary

## Headline Characteristics of the Re-provided Pub

The design information from HOK will illustrate the detail of the proposed unit throughout this document.

Please note, that finalised layouts and finishes will remain subject to Operator input at the next stage of design development – however, the space planning provided offers an informed indication of how layouts could be organised.

Description: as a direct comparison to the present St Bride’s Tavern, the re-provided unit provides an enhanced footprint and frontage to the public house. The proposed public house will offer 315 sqm NIA compared to the current 177.5 sq m existing .

The new public house layout has been developed with input from commercial advisors active and expert in the sector. This has helped to establish space planning principles including balance of front of house and back of house space, on site kitchen, storage facilities, staff welfare provision, minimising levels and maximising frontage potential. The final arrangements will be subject to detailed design and operator input – however we have sought to demonstrate sufficient allocation of space/arrangements within the identified demise to allow a variety of prospective public house operators successfully deliver a critical mass of viable and accessible activity.

The pub will have 3 entrances: a main address on Bridewell Place (primary); New Bridge Street (primary); and to the proposed Bridewell Passageway (secondary) – which allows for covered spill out space.

An inclusive, active and generous ground floor to the Public House is proposed – this includes for a dynamic and attractive floor-to-ceiling height fronting New Bridge Street and inspired by other London-based modern public house offers such as:

- Little Creatures, Regent’s Canal – micro-brewery style pub with dining and leisure features.
- Caravan City, Bloomberg Arcade, London EC4
- Brewdog, Tower Hill

Operationally the pub space has been carefully considered but importantly ensuring that sufficient flexibility can be allowed for the specific requirements of various operators. Indicative ground floor and basement layouts are provided alongside suggestive views of the new pub space.

A variety of internal front of house spaces in the public house have been identified including standing areas, table seating and perimeter space. In addition, there is space in the basement area which has the potential to be hired out as a bookable room.

Improvements to the pub include:

- Enhanced frontage – triple the existing frontage with strong corner and New Bridge Street prominence;
- Larger front of house spaces on display;
- Enhanced accessibility (New Bridge Street, Bridewell Place, Bridewell Passage);
- Inclusive: Level access at two entrances;
- Versatility: Covered external space on site;
- Active frontage: Openable windows along Bridewell Place;
- Identity: signage (4 bays of signage);
- Designed with WELL Principles (more natural daylight, views and greenery);
- Safer: Contained on site, not pavement spill out required; and
- Enhanced servicing: Dedicated on site service strategy, no potentially unsafe or uncontrolled truck movements.

# 1.0 Executive Summary

Benchmarks are provided of modern pubs in the City to and Central London looking for both exterior and interior design – as well as how the space works in the day and night.

It is understood the new public house needs to work within the overall building design and as such elements have been incorporated into the design to make the building appear coherent with the rest of the building whilst giving it a clear identity to the streetscape.

To clarify the function of the pub in terms of appearance, design elements has been incorporated including:

- Contrasting columns with reveal glazed bricks,
- Smaller openable windows, band signage to both Bridewell Place and New Bridge Street,
- Planters to the plinth and recessed entrance doors.
- A safe off-street servicing strategy is proposed.

An overview of arrangements is provided in this note.

A note from commercial agents is provided. This confirms the appropriateness of the location which is prominent and attractive to the market. Comments on the existing public house is also provided, it is noted this doesn't sit with modern pub/restaurant requirements from an operating area or a level access basis; neither does it have the quintessential historic pub ambience that the tourist market seek out.

In terms of the proposed public house, the commercial agent confirms the prominent corner position of the new public house and a light and airy frontage is considered the right approach. Further detailing is also set out, such as ground level openable windows, planters and safe zones for customers to engage the outdoors would soften the urban alley feel of both Bridewell Place and New Bridge Street thus helping to identify the establishment.

Commercial commentary is provided on potential operators for the space, confirming compatibility.

Comment is also provided confirming that it is not deemed necessary for residential accommodation to be included in a viable modern pub.

In summary, the use of the site as a place to meet and drink will continue on the site, but in a contemporary and more sustainable form. It will continue to provide a space for bringing people together and supporting social cohesion in the community it serves. The proposals align positively with Policy HC7 and secure a public house use on the site for the future that will help enrichen the area economically, culturally and socially.

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## 2.0 Policy Statement

The intention is to provide a public house on site that re-provides and improves on what is there currently. London Plan (2021) Policy HC7 seeks to protect public houses, which are of heritage, economic, social or cultural value. According to the policy a planning application that proposes a loss of a public house within London should be refused unless, there is authoritative marketing evidence demonstrating there is no realistic prospect of the building being used as a pub in the future.

The policy is organised in two parts. Firstly, there is a requirement to establish whether the pub is of value. If it is, then (and only then) is the pub afforded protection by the policy. If a pub of value pursuant to HC7 is to be lost, the second part of the policy then comes in to play. It directs refusal unless authoritative marketing evidence for 2 years is provided.

Draft policy CV1 (Protection of Existing Visitor, Arts and Cultural Facilities) of the emerging City Plan also provides guidance on protection of cultural facilities to maintain the City's unique cultural heritage.

Examples of such facilities include, public houses which have a heritage, cultural, economic or social value to local communities. Policy CV1 states that the City Corporation will resist the loss of existing visitor, arts, heritage and cultural facilities, unless replacement facilities of at least equivalent quality are provided on-site or within the vicinity which meet the needs of the City's communities.

In this instance, a pub is not being lost but it is instead being re-provided. The cultural, economic and social value public houses provide, will therefore be maintained on the site – to the benefit of workers, users and the City as a whole. The proposals therefore are in line with Policy HC7 and emerging Policy CV1.

The supporting text of the Policy HC7 provides guidance on the policy. Paragraphs 7.7.6 sets out considerations for assessing pubs of heritage, cultural, economic or social value should be assessed. City of London also use assessment criteria for Assets of Community Value to assess the value of public houses. An initial assessment of the pub against these criteria was set out in the pub note submitted with the planning application – this did not find any evidence that the pub is of any heritage, cultural, economic or social value

that warrants protection of the St Bride's Tavern building itself.

Notwithstanding this, since the application was submitted, feedback has been received which is relevant to considering whether the pub is of value. Responses have been sent by users and operators of the pub; and others in the community. The feedback is summarised as follows:

- There may have been a pub called the White Bear or "Cogers Hall" on this site dating back to 1794, that was demolished in 1895;
- The pub is valued by users with welcoming bar staff where patrons can socialise mix and support one another;
- Provides 'facilities' and 'sense of community and social cohesion' for those that live and work around;
- The existing pub has a positive day & evening trade & activity pub including delicious home-cooked food;
- Pubs like St Bride's encourage workers to return and contribute to the economy and the City;
- Valued by workers of major financial institutions as a social hub;
- Previous use historically of the public house by Fleet Street journalists;
- Warm and welcoming frontage with flowers and outdoor seating on the pavement;
- A room that can be made available for hire for private events, it is also used as another area for drinkers when the pub is busy throughout the year;
- Proximity to St Bride's Church and Bridewell Theatre;
- The Christopher Wren "wedding-cake-spire" sign was noted by one respondent as a tourist attraction;
- Caters for social wellbeing and social interest, rather than just another chain coffee shop; and
- Sustains and enhances the area with its unique charm and character.

## 2.0 Policy Statement

The existing pub was constructed in 1958. As concluded by the heritage report that accompanies the planning application the building itself is not of heritage value. It is acknowledged however that the site may have had an association with a public house dating back further – albeit as set out in the heritage report no evidence of this has been found on historic maps.

Regardless, the use of the site a place to meet and drink will continue, but in a contemporary and more sustainable form. It will continue to provide a space for bringing people together and supporting social cohesion in the community it serves.

The connections with the Fleet Street journalism is already recognised and celebrated in the building design. As set out in the Design and Access Statement and Cultural Plan this confirms that conceptually architects HOK have approached the identity of the building through elevations which represent newspapers grid ledger. The legacy of the Fleet Street publishing is therefore positively embedded in the building design. The applicant is keen to work to reprovide an improved public house which brings lasting benefits to the area. Reflecting feedback and to reprovide a public house with cultural and social value, there is potential to incorporate:

1. Provision of space that has the ability to be used for community events;
2. A characterful building with pub features incorporated;
3. Opportunity to enhance access to Bridewell Theatre and potential to celebrate and support its work with features in the Bridewell Passage artwall and use of space for events;
4. Opportunities for generous planting and flowers outside;
5. Opportunity to create a more inclusive pub for the community with level access;
6. A high quality covered outdoor spill out space; and
7. A space to provide a quality food and beverage offer.

Further details of how these elements can be incorporated into the pub and wider scheme are set out further in this note; alongside details of how the new public house is a betterment of the existing pub.

In summary, the public house use is not being lost but reprovided in an enhanced way. The proposals align positively with Policy HC7 and secure a public house use on the site for the future that will enrich the area economically, culturally and socially.

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### 3.0 Criteria for defining a pub

To be clear that a public house is being reprovided essential features have been identified. The definition of the public house has been derived from the CAMRA's definition, in discussion with City of London. The approach seeks to differentiate a 'pub' from other on-trade licensed premises where alcohol is sold. These key criteria of a pub, set out below, are all to be included in the re-provided public house space in Fleet House.

1. Be open to and welcome the general public without requiring membership and without charging for admission;
2. Allow drinking without requiring food to be consumed, with no more than 50% of the floorspace laid out for meals;
3. Allow customers to buy drinks at a bar without relying on table service;
4. Primarily serve food and drink for consumption on the premises;
5. Any room or area for hire should not prevent the simultaneous use of the premises by the public;
6. Function as a self-contained premises, with a separate access from the street; and
7. Have a character and appearance that distinguishes it from the office building.

The use class order refers to part p 'a public house, wine bar, or drinking establishment' as no class specified i.e. sui generis. The applicant would be looking for a permission which enables the same flexibility as is permitted by the General Permitted Development Order 2015 (as amended). In this regard it is noted that permitted development under Class AA also enables a public house to change to a part (q) 'as a drinking establishment with expanded food provision' and back again without the need for planning permission or prior approval. Indeed the expanded food provision is a noted part of the existing public house.

On the basis of the above, the following description of development should apply:

*Partial demolition of Fleet House and full demolition of St Bride's Tavern Public house (retention of basement levels) and the erection of a part replacement building with roof extension to provide an 8 storey building for office use (Class E) at levels 1-8, with office lobby (Class E) and commercial space (Class E) at ground floor and mezzanine level, and public house (sui generis) at ground floor level and part basement level; new pedestrian and servicing route from St Brides Lane to Bridewell Place.*

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# Design Response

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# 4.0 Design Document

The following pages summarise the proposals for the Public House.

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# Context : Site History

## Site History

The accompanying Heritage Report clearly demonstrates that no Public House occupied the site until mid to late 1950's, when the current site buildings were constructed. The history of the site is highlighted on pages 8-13 of the Heritage Report.

Below is an extract from the Insurance Plan of City of London Vol. II: sheet 32 1886. It further confirms no 'White Bear' Public house occupied the site. The Pub mis represented was demolished in 1895 and at the address of 15 Bride Lane. The map below shows a Police Station occupied the site, which is also shown in the O.S.Map of 1895 as highlighted in figure 4 of the Heritage Report.

Extract of 'Insurance Plan of City of London Vol. II: sheet 32 1886'



Figure 4: Ordnance Survey Map 1895

2.19 By 1951 the whole site had been cleared – possibly due to bomb damage. The existing building was constructed in 1958.



Figure 5: Ordnance Survey Map 1951

2.20 Significantly this shows there was no pub on the site by 1895. – on the contrary, the site of the pub was the site of the Police Station.

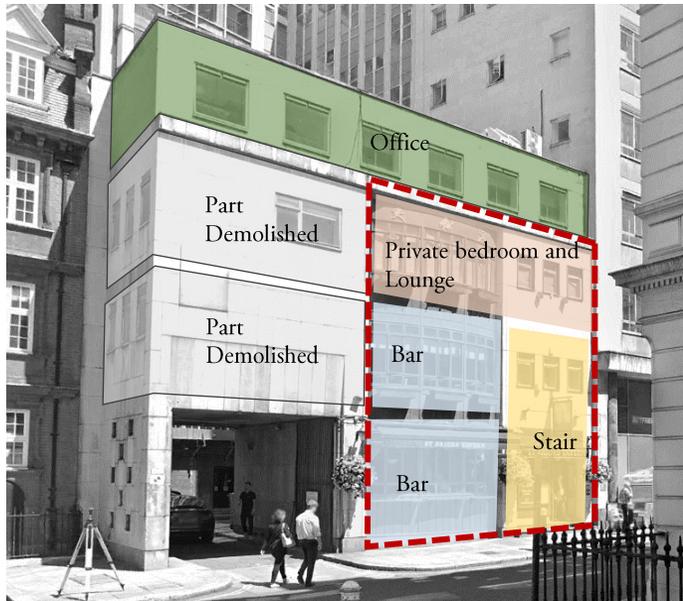
Extract from Heritage Townscape Report as submitted with Application

# Context : The Existing Public House

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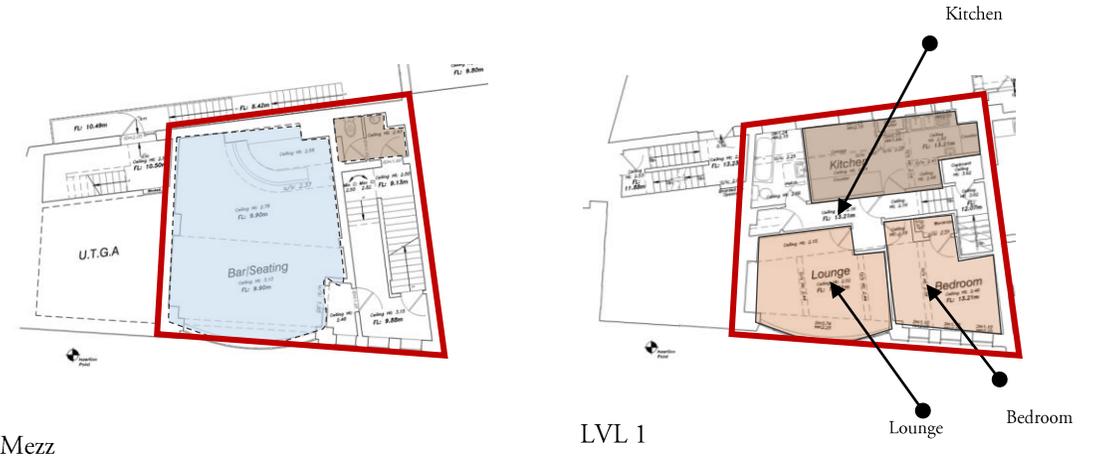
## Existing Building and Functional Distribution

- The Public House is not the 4 storey building to Bridewell Place.
- The tenant agreement is the lease and is the Redline as shown.
- The Public offer is located at Ground and Mezzanine Only (80m2 in total)
- There is no level access to the public house
- Only two public toilets are provided, accessed from mezzanine stair landing
- Living accommodation for the tenants is at level 1. No public functions at this level.
- Office use at Level 2, as a continuation of the office level 2 floorplate
- Servicing occurs by reversing into the Service yard, with kegs dropped down an access hatch
- 40% of the Public House Tenancy area is dedicated to vertical circulation.



Bridewell Place View

Existing Building and Functional Distribution  
Public House Lease Area Expires Jan 2023

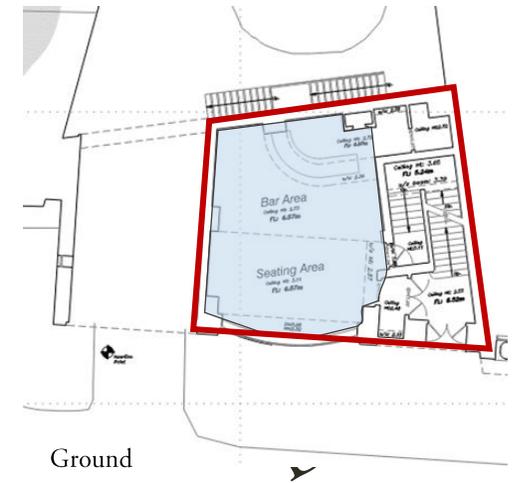


Mezz

LVL 1



Basement



Ground

Plans from Building Survey August 2022

## Context : The Proposed Public House

We are proposing a much larger and more prominent Public House, compared to the existing St Brides Tavern Public House.

The indicative areas have been developed through discussions with specialist agencies who represent a number of operators active in the pub sector, and other agents, each with their own requirements. Layouts will need to be developed with the specific operator in due course, however some general rules of thumb have been established:

- A 60-40% FOH vs BOH is preferred
- On site Kitchen is preferred
- Adequate storage facilities
- Staff welfare provision
- Minimise number of Levels
- Maximise Frontage potential
- We are proposing a vast increase in the amount of both Back of House as well as Front of house areas.
- The ground floor Front of house area (162m<sup>2</sup>) is more than double the whole of the existing Public house combined Front of House area (80m<sup>2</sup>)

Areas (m<sup>2</sup>) of usable spaces (not including staircases)

| <b>Proposed</b>  |                           | <b>B</b>  | <b>G</b> |          |              |
|------------------|---------------------------|-----------|----------|----------|--------------|
| FOH              | 293m <sup>2</sup>         | 80        | 162      | -        | -            |
| BOH              | 48m <sup>2</sup>          | 73        |          |          |              |
| <b>Total NIA</b> | <b>315m<sup>2</sup></b>   |           |          |          |              |
| <b>Existing</b>  |                           | <b>B1</b> | <b>G</b> | <b>M</b> | <b>Lvl 1</b> |
| FOH              | 80m <sup>2</sup>          |           | 40       | 40       |              |
| BOH              | 58.5m <sup>2</sup>        | 37        | 4        | 3.5      | 14           |
| Residential :    | 39m <sup>2</sup>          |           |          |          |              |
| <b>Total NIA</b> | <b>177.5m<sup>2</sup></b> |           |          | 39       |              |

## Proposed



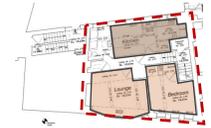
Ground



Basement

## Existing as Surveyed

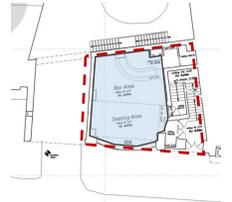
LVL 1



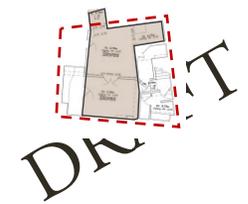
Mezz



Ground



Basement



# Public House Operational Diagram

DRAFT

The Public House operational Diagram opposite has been created to better understand the flow of spaces, their requirements on servicing and how these can work independently to the main Office building.

## Multiple Entrances

The proposed Public House will operate 3 Entrances:

- Main Address will be to Bridewell Place, in a similar place to the current St Brides Public House
- An entrance is proposed to New Bridge Street. This Entrance is stepped and welcomes trade along this busy pedestrian corridor.
- An entrance is proposed to the Proposed Bridewell Passageway. This entrance / Exit allows covered external spill out space in suitable periods.

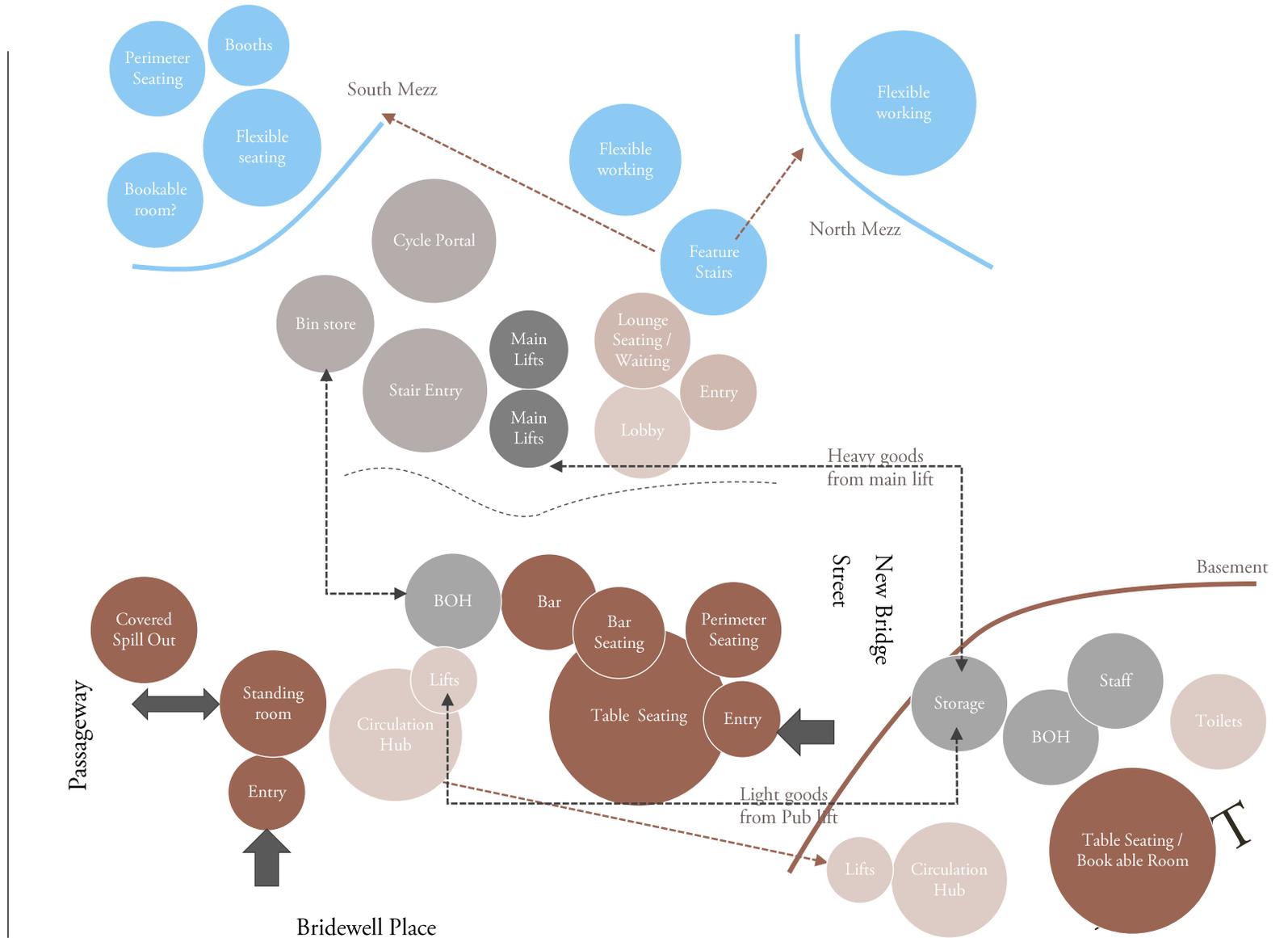
## Variety in Front of House Spaces

We have developed a variety of front of house spaces :

- Standing areas : Located adjacent to the Bridewell Place entrance
- Table Seating : Located to the centre of the main double height space
- Perimeter seating : Animating the south and eastern facades adjacent to the glazing line
- Function Room : The basement area can be separated from the ground floor and hired out as a bookable room if required.

## Servicing

The servicing strategy will be explained in the last chapter of this report.



# The Proposals : Improvements

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Enhanced Frontage : Corner prominence



Increased Active & Larger FOH spaces on display



Enhanced Accessibility (New Bridge Street, Bridewell Place, Bridewell Passage)



Inclusive : Level access to two entrances



Versatility : Covered external space on site



Active frontage : Openable windows to Bridewell Place



Identity : signage ( 4 bays of signage)



Designed with WELL Principles (more daylight, Views and Greenery)



Safer : Contained on site, not pavement spill out required



Enhanced servicing : Dedicated on site service strategy , no illegal truck movements



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# The Proposals : Ground Floor

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We are proposing an inclusive, active and generous ground floor to the Public House.

## Lower Ground

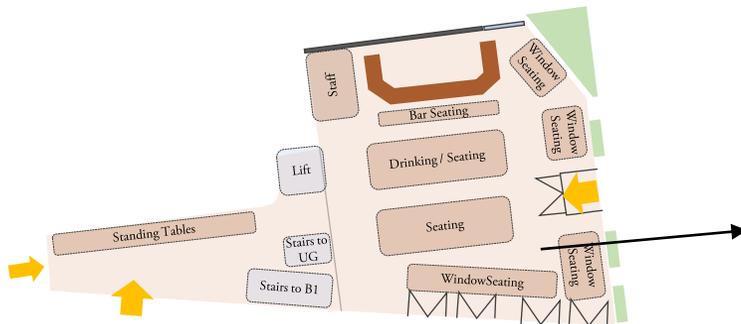
Situated 850mm below the existing ground floor level on new Bridge Street the Lower ground provides level access to the Public House from Bridewell Place and the proposed passageway. The space is long in proportions and is envisaged as a standing bar area. The area contains the stairs and platform lift down to B1, as well as the short run of stair to access the Ground Floor.

## Ground Floor

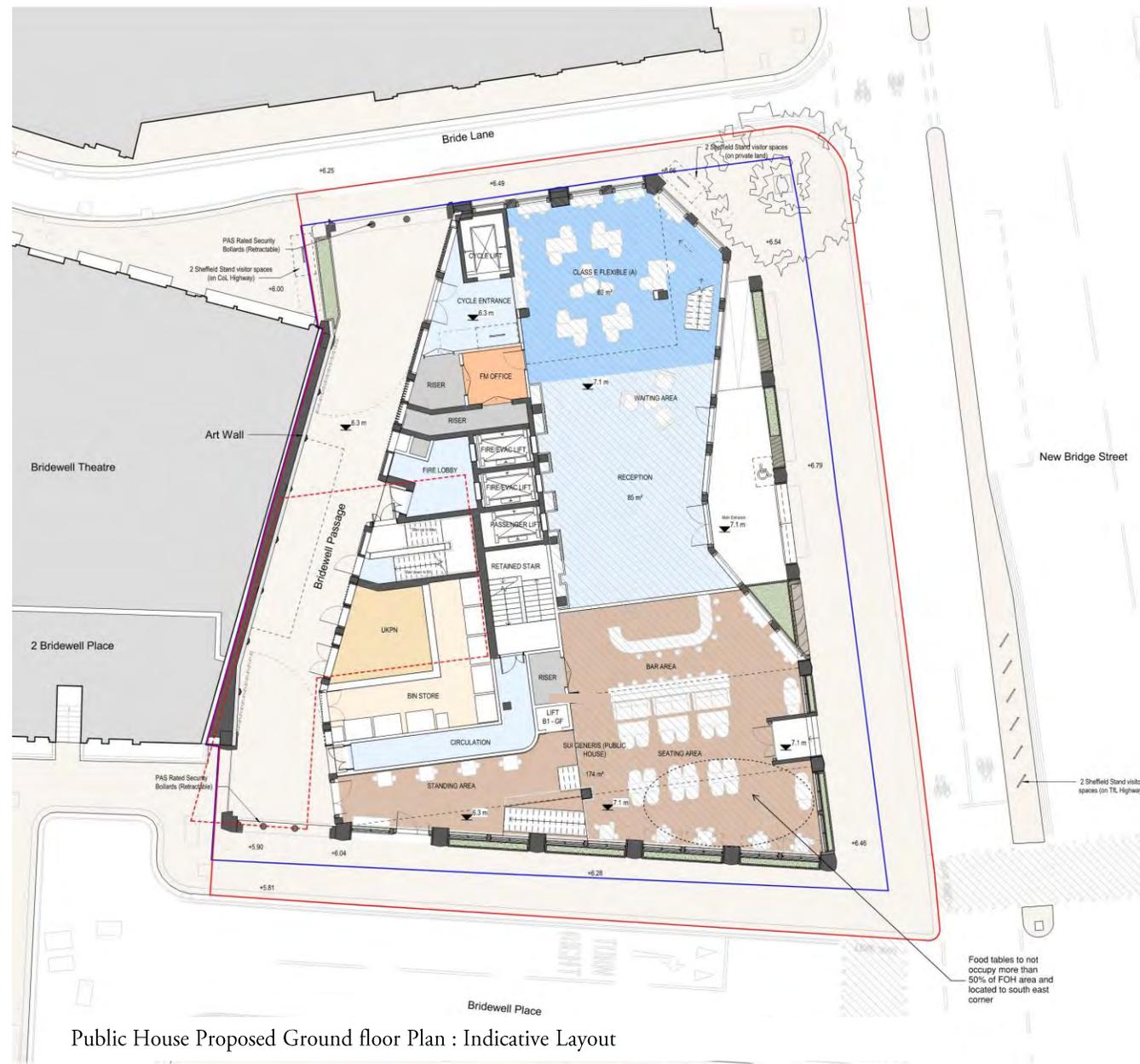
The ground floor area is envisaged as a double height space with perimeter glazed façade. Access into the space is from the Lower Ground floor (via the steps or the lift,) or from New Bridge Street Via a proposed door, recessed from the Street Façade.

The ground floor is highly visible and aims to attract trade from New Bridge street, while openable windows are proposed to the southern elevation facing Bridewell Place.

The space is envisaged as having a large bar situated against the party wall dividing the space from the Office Lobby. A variety of seating is expected within the space.



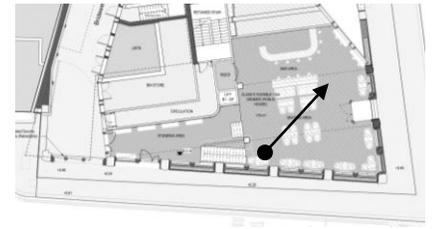
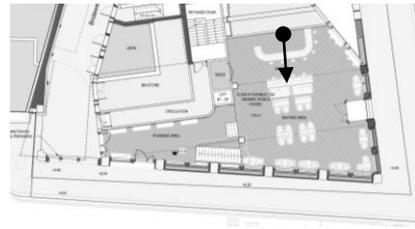
Food tables not anticipated to more than 50% of the FOH area and positioned to the South East corner of the plan.



Public House Proposed Ground floor Plan : Indicative Layout

The Proposals : Ground Floor

DRAFT



Public House Proposed Ground floor View : Indicative Layout



Public House Proposed Ground floor View : Indicative Layout

DRAFT

# The Proposals : Basement Floor

Basement Floor

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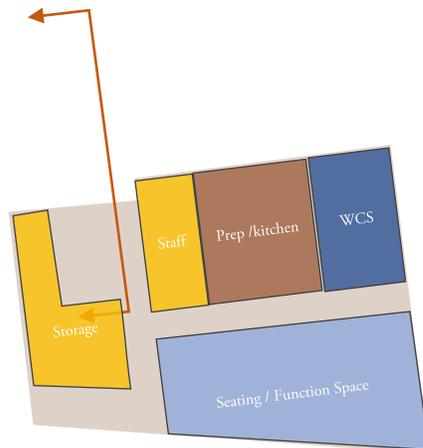
The basement 1 level has been designed to accommodate back of house, amenity as well as front of house facilities.

The indicative layout allows public to access the floor via the open staircase or the dedicated platform lift, making this level inclusive for all visitors.

Large area of the basement is provided for Back of house areas such as Storage, Prep Area / Kitchen as well as staff welfare facilities.

Public toilets are located at this level and will include a disabled wc.

The layout allows the public house access to the main building service lift for heavy items if required during servicing times.



Public House Proposed Basement floor Plan : Indicative Layout

# Benchmarking

A range of Public Houses have been identified and studied within the City of London and Central London. It is clear that there is no defined criteria for what a modern pub should look like. There is no design guide from the City of London for Public Houses.

## Exterior Design

Generally a Public House will be influenced by the particular operator as to the overall identity. Adequate signage zone, clear entrance door expression and to some extent planting help to define the Public House over other uses.

## Interior Design

A move away from poor lit low ceiling spaces in favour of light filled, spacious interiors allows operators greater attraction of customers for a wider variety of functions. Flexible working habits mean pubs are becoming used by more people for more diverse requirements.

## Day and Evening

The Public House has a role to play throughout the day and into the evening. We believe the space should feel open occupied in the morning and into the early evening, and reinforce the reason for returning to the City.



Little Creatures



The Vintry



The Paternoster



Other examples of modern drinking and food establishments



Ekte Bloomberg



Caravan City : Bloomberg



Brew Dog Tower Hill

## Benchmarking : Identity

A range of Public Houses have been re-provided in various developments recently in the City. Three examples below highlights different ways this has been achieved.

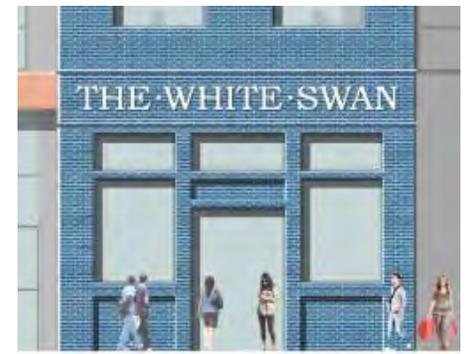
In the White Swan and Still and Star, the proposed Pub echo's the contrast found in the existing pub expression. Its worth noting the Still and Star is a Victorian pub and as such is a building of architectural merit.

The Hack and Hop Pub is Grade 2 listed and the development is consented to re-provide this within another Grade 2 listed building.

The existing St Brides Tavern is in the same building material as the main office building, and highlights are picked up in contrast in metal.



1.  
The White Swan Pub .  
1950s brick built Pub, Dark green contrasting base to buff brick body.  
Pub re-provided into Blue brick building  
(Pub and 4 storeys of office above treated the same).



2.  
Still and Star Aldgate  
'Dating back to the 1800s, the unassuming pub is a rare remaining working-class pub in the City' \_ Victorian Society  
Black contrasting base with white body.  
Redevelopment : Pub re-provided into Green brick building



3.  
Hack and Hop Pub on Whitefriars Street.  
Grade 2 listed  
Redevelopment : Pub re-provided into Existing Listed building.



DRAFT

# Fleet House

8-12 New Bridge Street

Design Development

08.11.22

DRAFT

## Appearance

### City of London Feedback 28.10.22

Re-provision of the pub:

#### Character

- What is proposed is not as distinctive as the existing St Bride's Tavern, and is not considered to be immediately identifiable as a pub.
- The St Bride's Tavern is a focal point of the street scene, visible and prominent on both New Bridge Street and Bridewell Place
- It has a striking presence and character which we do not consider is being replicated in the proposals
- Classic and historic London pubs are designed with a distinct appearance which grabs your attention and invites you inside This is evident in the façade design of the St Bride's Tavern. In addition, the pubs in the Fleet Street Conservation Area are distinct and identifiable, with their own intrinsic character sharing numerous common tropes.
- The current pub has large bay windows, traditional polished brass lanterns, awnings, timber openable windows, timber-brass shelves, hanging baskets and idiosyncratic brass reliefs offer distinction and a clear civic-ness which is absent in the current proposal. We do not expect these features to be replicated in facsimile but would require the proposed pub to have its own distinct character.
- The loss of the distinct pub does not preserve or enhance the character, appearance, and significance of the Conservation Area, and we therefore need to ensure that the proposed public house makes an equal contribution to the character and appearance of the Conservation Area.

- In addition, the proposals lose the flat above the pub and the function room. It has not yet been completely demonstrated how the proposed pub use would support functions / events in lieu of this (further details on engagement with Bridewell Theatre TBC and should be captured in the culture plan)
- The above points are supported by draft policy CV1 of the draft city of London local plan

#### Façade & Active Frontage:

- The fenestration still reads as an extension of the office block – revising the design of the windows is critical to creating a design which counts as re-providing what is on site at the moment
- The fascia panels don't align and look uncomfortable (they are at different heights in the southeast and southwest corners – please see attached image). The design of the fascias, panels & windows should be taken further to create a distinct identity which reflects the character and appearance of a pub
- You have expressed a desire to not include lanterns and hanging plants – we think these are relatively light touch alterations which would enhance its appearance and character
- The green brick meets the soffit/slab uncomfortably. The green brick should be extended up to the soffit (see attached image)
- The proposed project signage design is underwhelming. If this is the preferred approach the projecting signs should be limited to 1 sign per elevation. We originally envisaged the projecting signs being designed and expressed in a unique way, similar to the existing pub

#### Public Realm:

- The proposed scheme represents a loss of active frontage with the removal of retail units and the St Bride's Tavern. We therefore expect the proposed active frontages to make a significant contribution to the surrounding public realm, and have a responsive design which supports the proposed use and accommodates the pubs function
- As previously expressed, the planters may become a magnet for rubbish. People spilling out onto the street to drink is inevitable, and should therefore the impact of that should be accommodated into the design.
- An external bar/drink rest or seating would help accommodate outside drinking
- Informally designated outdoor seating as a matter in enhancing the pavement conditions for pedestrians too, spill out space in the existing pub contributes positively to the vibrancy of the street scene
- This is supported by policies D3 and D8 of the London Plan:

#### Next steps:

Revisit the design of windows, fascia panels and quirky details such as lanterns, planters and signage to create a compelling pub elevation.

# Fleet Street Conservation Area : Public Houses

1



St Bride's Tavern

5



The Old Bell Tavern

2



The Albion

6



Ye Olde Cheshire Cheese Fleet

3



The Punch Tavern

7



The Editors Tap

4

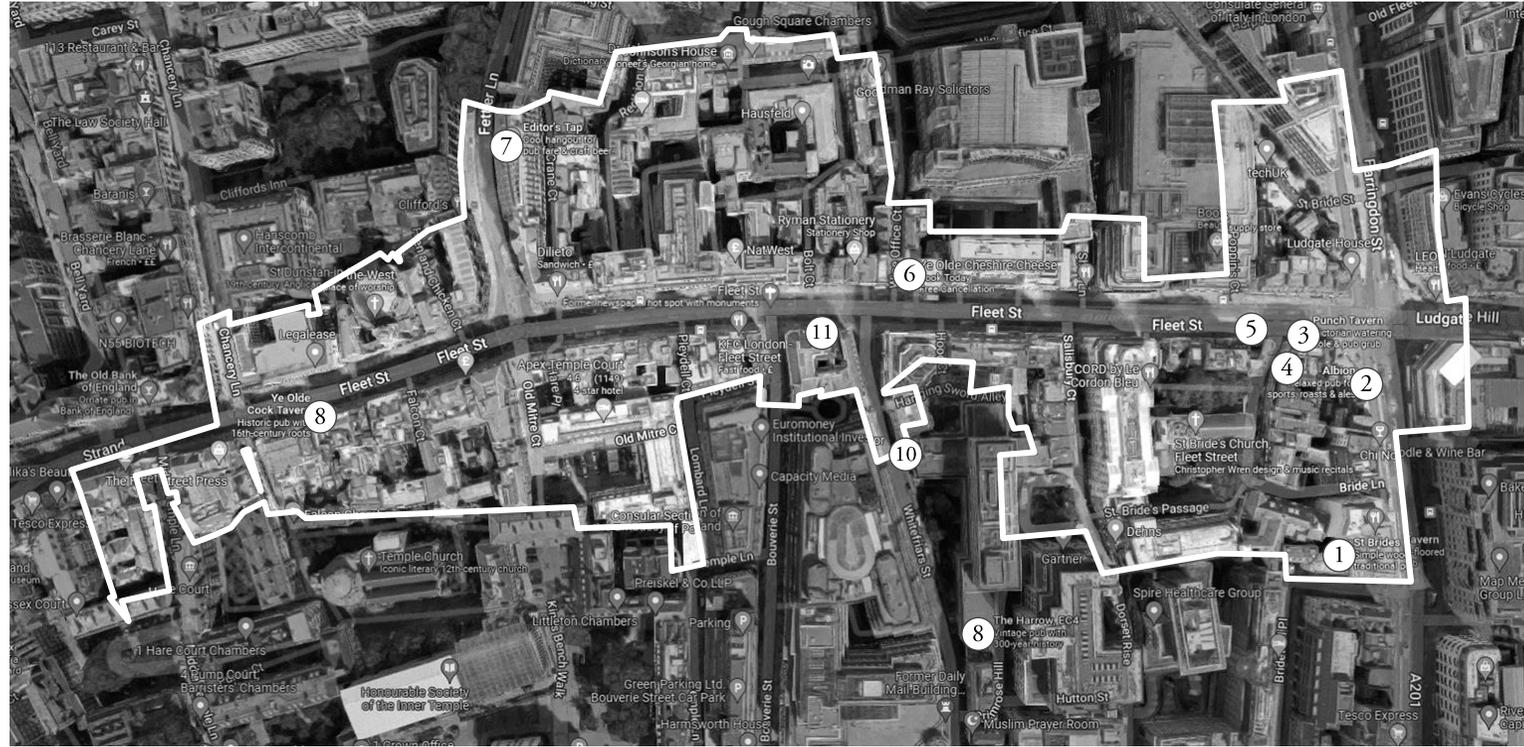


Crown and Sugar Loaf

8



Ye Olde Cock Tavern



9



The Harrow EC4

10



The Hack and Hop

11



The Tipperary

# Fleet Street Conservation Area : Public House Colours and Tones

DRAFT

1



St Bride's Tavern



2



The Albion



3



The Punch Tavern



4



Crown and Sugar Loaf



5



The Old Bell Tavern



6



Ye Olde Cheshire Cheese Fleet



7



The Editors Tap



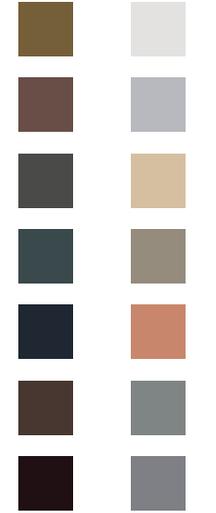
8



Ye Olde Cock Tavern



Dark tone  
Light tone



DRAFT

Bridewell Place

New Bridge Street

## Character

We have been inspired by the contrast in tones to the collection of existing public houses in the Conservation Area. We propose using two bricks of contrasting tone, one light to represent New Bridge Street and one Dark to represent Bridewell Place. This reinforces the contrast currently seen in the St Brides Tavern pub, which mixes light concrete with dark bronze metal.

By mixing a robust and special dark brick with a light brick we can create a characterful, contextual and playful elevation to the Pub, while drawing the eye down towards Bridewell Place and the New Passageway.

## **Art Wall and Public House**

The Art wall lines the western side of the passageway. We intend this space is used for covered outdoor seating during non delivery times, especially between 5pm and 11pm. The Art Wall will display a history of the area and be developed to encourage passers by to learn about the area as well as learn about upcoming shows and event at The Bridewell Foundation.

Bridewell Passage

Bridewell Place

New Bridge Street



## Appearance : Bridewell Place

Bridewell Place is proposed darker in tone to the New Bridge Street façade giving the Public house a refined and characterful appearance. With many of the Public Houses in the Fleet Street Conservation Area being dark in tone, we have both acknowledged this New Public House as being part of a rich identity, while also celebrating the architecture of the current St Brides Tavern.

The main Entrance to the Pub will be access from Bridewell Place, adjacent to the new Passageway. We have solidified the building around the entrance, reducing the scale further and clearly identifying the entrance through solid brick banding, recessed doorway and removing all the lighter brickwork.

The windows have been canted on plan, enhancing the experience up and down the street adding to the character of the pub identity, which is further reinforced through flower box planters, solid banding to the top and base and through projecting signage and hanging baskets. The lower-level windows will be sash type allowing the upper section to slide down. This will give the inside outside feel when the weather permits, while maintaining the regulatory requirements for edge protection.



Proposed View from Bridewell Place

# Appearance : Bridewell Place

Bridewell Place Entrance

DRAFT

- 1. Recessed Entrance portal to Bridewell Place
- 2. Solid Brick banding incorporating signage
- 3. Canted Windows (modern oriel)
- 4. Hanging baskets around entrance
- 5. Projecting signage
- 6. Solid brick base to windows
- 7. Openable windows (side hung sash to top)



Proposed View from Bridewell Place

## Bridewell Passage: Storytelling

DRAFT

The proposed Bridewell Passage provides an opportunity to enhance the public realm and routes in and around the site and provides the opportunity to provide a quality urban experience, reinforced by quality materials and active frontages. We are developing ideas based upon storytelling and nature. The space is activated by the public house and Cycle entrance at either end, while a series of doorway and service door line the eastern side.



Extract from the History of Publishing in Fleet Street, along one of the Fleet Street Conservation Area passageways.



## Appearance : Bridewell Place

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Appearance : Bridewell Place



Proposed View from Bridewell Place

Appearance : Bridewell Place

DRAFT

1. Canted Windows (modern oriel)
2. Solid brick base to windows
3. Openable windows (side hung sash to top)
4. Flower box planters
5. Motif placement (suggested)



Proposed View from Bridewell Place

## Appearance : New Bridge Street

New Bridge Street will be lighter in tone, primarily using the lighter brick which will be used for the the majority of the building plinth.

The reveals to the columns will be in the solid darker brick, with interest occurring in the lighter brickwork through gradual introduction of the darker brickwork.

The Windows and much smaller than the office above, reinforcing the change in use, while their plan form is canted embracing views up and down the street, while the bay window has been inspired by the traditional Oriel windows to Fleet Street. Planters have been incorporated to the central banding which is metal, apart from the two entrance locations where it changes to brickwork.

The prominent south-eastern corner is chamfered and displays signage which reinforces the dual aspect nature of the Public House.

Solid Base banding allows seating or place for drinks instead of planters, ensuring a functional element to the retained structure, while further distinguishing the building from the office above.



Proposed view from New Bridge Street

## Appearance : New Bridge Street

DRAFT

1. New Bridge Street Entrance Portal with Information Board
2. Solid Brick Signage Band to Entrance
3. Canted windows smaller and distinguished from Office design
4. Flower box planters to break up window while referencing St Brides Tavern and other Pubs in the Conservation Area
5. Solid brick header banding
6. Solid Brick Base banding incorporating hard top for seating / table depending on street levels.
7. Projecting signage
8. Flower baskets to entrance zone
9. Logo Placeholder. To be worked up with operator.



View from New Bridge Street Pub Entrance : Proposed

# Appearance



We propose an improvement to the existing public house

1. Enhanced Frontage : Corner prominence
2. Increased Active & Larger FOH spaces on display
3. Enhanced Accessibility : Access on 3 sides (New Bridge Street, Bridewell Place, Bridewell Passage)
4. Inclusive : Level access to two entrances
5. Versatility : Covered external space on site
6. Active frontage : Openable windows to Bridewell Place
7. Identity : signage ( 4 bays of signage)
8. Designed with WELL Principles (more daylight, Views and Greenery)
9. Safer : Contained on site, not pavement spill out required
10. Enhanced servicing : Dedicated on site service strategy , no illegal truck movements.

DRAFT

View from New Bridge Street



## Appearance : New Bridge Street

The Public House will be clearly defined while not distracting from the Office entrance on New Bridge Street.

The material, scale and detail of the windows as well as the solidity around the entrance will help clearly define this as a Public House.

Delight is found within the window design and the brickwork details which reduce the scale and give a personal touch to the building.

Planting will help to reinforce the use, and work within the wider objectives of the development, reinforcing WELL principles.

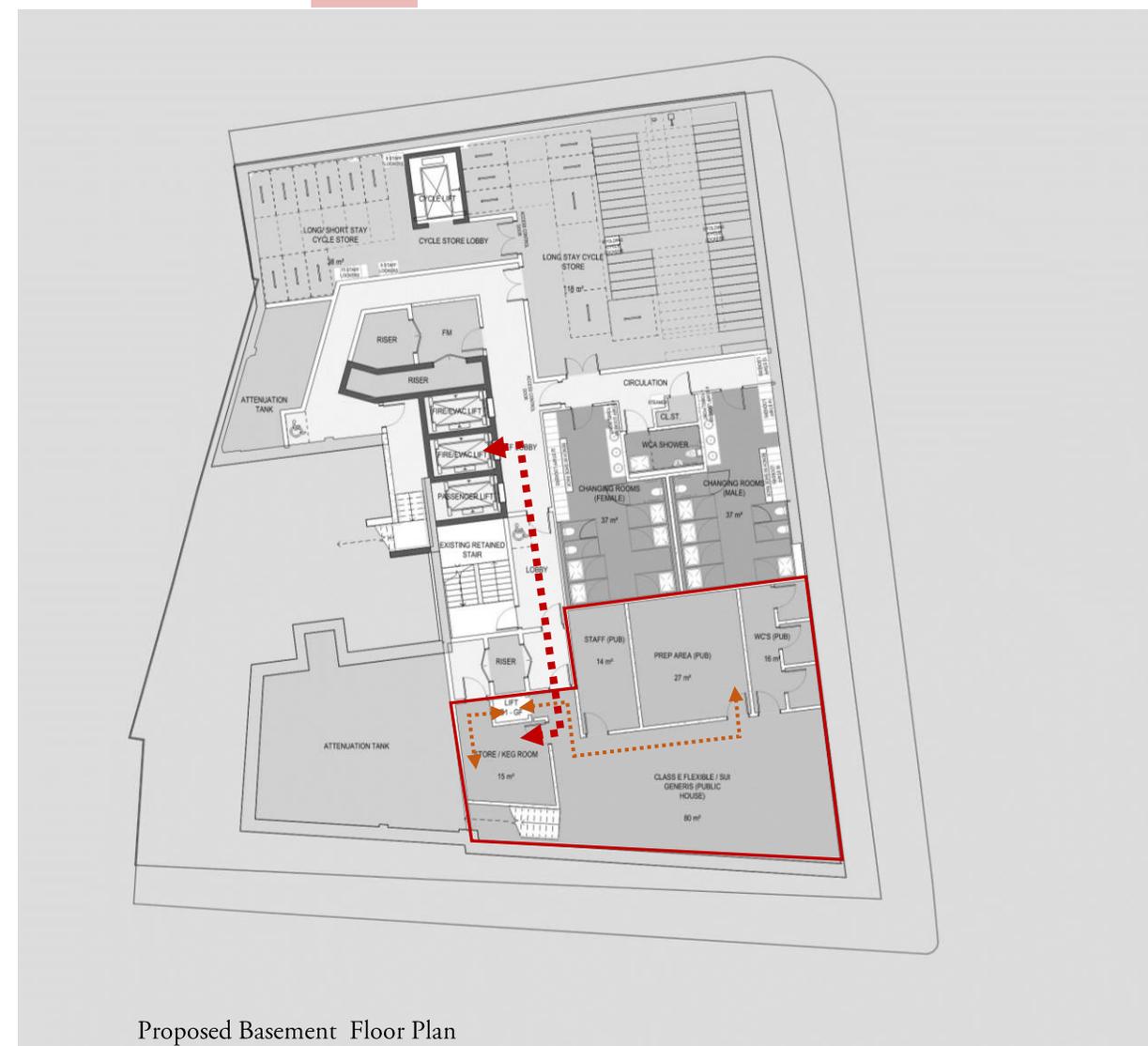
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5. Solid brick header banding
6. Solid Brick Base banding incorporating hard top for seating / table depending on street levels.



View from New Bridge Street : Proposed

# 5.0 Servicing Strategy

- Demise Plan
- Parking Service Vehicle
- Heavy Goods
- Light Goods



# 6.0 Commercial feedback

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Attn: Fleet House Development Ltd,  
c/o Atenor UK Limited,  
Belle House,  
1 Hudson's Place,  
Victoria Mainline Station,  
London  
SW1V 1JT

Re: Pub Unit Advice, Fleet House Redevelopment, 8 – 12 New Bridge Street, London EC1V

12<sup>th</sup> September 2022

Dear Eoin,

Further to our recent conversations on Atenor's proposals for Fleet House, and in particular the re-provision of a modern, viable and inclusive pub use on site, I am happy to provide some early stage views on the proposals shared.

Firstly, the property is located in a prominent and attractive location. As discussed I was involved in the very early days of Starbucks when they first entered the UK market and narrowly missed out on taking the Costa Coffee unit next door, resulting in Starbucks taking a unit on the other side of the road. The fact that both coffee concepts have been trading on New Bridge Street for over 20 years is a great endorsement for the location. However, it is important to note that for any new commercial pub use coming into the area, it will prove highly desirable to ensure adequate sized floorplates and frontage onto New Bridge Street in order to comfort prospective occupiers around attainable trade; particularly in an area where there is a plentiful provision of alternative drinking and dining establishments and in an era where pressure on operators remains high.

The City has seen a lot of casualties from leisure operator groups whose focus was predominantly on London. However, we are now seeing a rapid return to a new normal and increasing footfall, especially in this location. I believe that commuter patterns have changed with more people travelling to hub transport locations, such as Blackfriars, City Thames Link, or indeed Farringdon and are then, walking, cycling or e-scootering to their onward destination and perhaps avoiding so many Tube journeys. I am seeing a correlation between the areas recovering more quickly and the presence of a main transport hub.

Rents have taken a hit (perhaps they needed to?) specifically, in nearby locations such as Ludgate Circus and Fleet Street – they seem to have taken a 30% hit and there are a number of opportunities to take retail space there. A shift in major office tenants is what drives the footfall and is probably the catalyst for much of this localised change.

I have reviewed the plans provided for Fleet House and I understand what you are trying to achieve here. More broadly within the wider scheme – Sustainability is front and centre with an environmentally friendly, lifestyle, efficient, mixed-use space and perhaps with a hint of the

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crossover of "work-life" space. Getting the right mix of uses and spaces across the scheme (given planning sensitivities on the pub use) will be critical to ensuring the success of this development from an office occupier, pub operator and place-making perspective.

The existing building almost looks like it was wrapped around a rather small and vertical pub when it was built. It might be subjective, but the current pub is not overly attractive and doesn't sit with modern pub/restaurant requirements from an operating area or a level access basis; neither does it have the quintessential historic pub ambience that both the generic and tourist custom market seek out. The City and Midtown is awash with finer examples. To this end, a reinvigorated approach to a modern pub use is exactly what this in order to successfully define itself within the wider grain. Tucking something down the side street is not the way forward, giving it a prominent corner and a nice light and airy frontage is definitely the way forward. Some outside detailing such as ground level openable windows, planters and safe zones for customers to engage the outdoors would soften the urban alley feel of both Bridewell Place and New Bridge Street thus helping to identify the establishment.

The layout in size terms is ample for a good number of concepts, a little small for the likes of Drake and Morgan and The Arber Garden/The Lighterman but, I appreciate that may not be the appropriate occupier type appropriate to this location.

I see the merit in trying to fully interact with the office reception, but this needs careful consideration to pull off the right balance. From a customer view point, if not carefully mapped out, it may prove confusing and if people look in and think that's an office reception with a party going on, they will walk on by. Secondly, pubs/bars/restaurants can by definition be rather noisy places when busy even if this is concentrated "out of hours" when office workers typically leave for home but given modern ways of working, and the late hours of some professions prolific in the immediate area, it would be wise not to count on a vacant office plan in tune with a busy pub unit below. The establishment will need brand separation – albeit this can be introduced in a subtle way which does not detract from the overall character and aesthetic of the wider development. It also makes sense that you might look at the more accessible "café/lunch time/smoothie bar" type uses to the front of the unit (addressing New Bridge Street) and this can evolve into a wine/cocktail bar in the evening. More traditional vertical drinking areas can be considered where the unit opens out onto the new passage proposed to the west and Bridewell Place. We just need to ensure that the operator and the management company have fully considered how you control/encourage trade to be less wet-let through traditional office hours. I feel the careful selection of the right operator will go a long way towards this as they will understand the importance of balancing trade to ensure their optimum operating strategy.

Consumers are becoming more and more demanding and both food and drink aware. 20 years ago Starbucks and Costa were seen as "gourmet", while a Greene King and Young's were the accepted format of a pub - now to many of us they are "mainstream" and in London in particular we are seeing so much more innovation and evolution in response to this continued growth in sophistication. Londoners are seeking out (and indeed embracing) operators that challenge the norm with boutique self-roaster coffee sites like Monmouth, Exmouth, Grind, Association, Workshop, Watch House, Dartbrooke, Kiss The Hippo or Black Sheep Coffee themselves moving into

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a more 18/7 format – allowing a pub-type use that captures more of the market for more of the day because they are seen as more accessible, lifestyle oriented and thus inclusive. The reason we are witnessing more of a broad-church when it comes to pub formats is in many ways the industry ensuring its survival.

Many operators have embraced food as a means of opening up the traditional customer base, I think it is important that we are able to offer a kitchen. Anything that smacks of "Ping Chefery" is soon going to be found lacking. Certainly "Railhouse Cafe" and "Lounges" will have a requirement on this front.

There is a whole craft ale revolution going on at present and I'm sure we can drum up some more interest there too – and which would be entirely in keeping with the narrative of what it is you are trying to achieve here, such as Little Creatures on Regents Canal, Caravan (there is one nearby at the Bloomberg HQ which works very well throughout the day), Crate Brewery in Hackney Wick, Urban Allet (Australian outfit) and Mason & Company (Hackney Wick etc.).

In addition, you have asked me to specifically comment on the requirement for residential accommodation in a modern pub setting. It is true that in some historical, traditional pubs residential accommodation can be found in various locations – but this is an increasingly outdated practice even among traditional independent pubs, let alone most modern formats. In summary, I do not see this as a requirement for a viable, attractive and well-run modern pub in this location.

In conclusion I think the location is good and I would like to be able to sit down and discuss with you and help identify a tenant who fits with the building brand, the offices and creates a focal point for the street too.

I look forward to hearing from you further and progression our discussions on this opportunity.

Kind regards

Yours sincerely

David Hooper BSc MRICS  
Director

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DRAFT

# Fleet House

8-12 New Bridge Street

Public House Reprovision Strategy

14.11.22

DRAFT

**From:** [REDACTED]  
**To:** [McNicol, Rob](mailto:Rob.McNicol@cityoflondon.gov.uk)  
**Cc:** [Shadbolt, Peter](mailto:Shadbolt, Peter); [Robinson, Jessica](mailto:Robinson, Jessica)  
**Subject:** Re: ACV nomination for St Bride's  
**Date:** 24 October 2022 15:34:59

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THIS IS AN EXTERNAL EMAIL

Thanks!

On 24 Oct 2022, at 14:43, McNicol, Rob  
<[Rob.McNicol@cityoflondon.gov.uk](mailto:Rob.McNicol@cityoflondon.gov.uk)> wrote:

Many thanks for your message, Maisie. I'm cc-ing my colleague Jess, who's the case officer for the ACV application.

Kind regards,  
Rob



**Rob McNicol | Assistant Director (Policy and Strategy)**  
Environment Department | City of London | Guildhall | London EC2V 7HH  
07784239316  
[Rob.McNicol@cityoflondon.gov.uk](mailto:Rob.McNicol@cityoflondon.gov.uk) | [www.cityoflondon.gov.uk](http://www.cityoflondon.gov.uk)

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**From:** Maisie Lawrence <[REDACTED]>  
**Sent:** 24 October 2022 14:22  
**To:** McNicol, Rob <[Rob.McNicol@cityoflondon.gov.uk](mailto:Rob.McNicol@cityoflondon.gov.uk)>  
**Subject:** ACV nomination for St Bride's

THIS IS AN EXTERNAL EMAIL

Dear Rob,

St Bride's is a lovely pub in an area that lacks normal restaurants and pubs. It feels like a local, and yet is in the heart of the city. It has a great value to those of us who call this place home during the week, its lovely facade covered in flowers is always cheerful and after the pandemic when so many restaurants around here closed, it's a bright spot. We cannot lose it, and it definitely deserves to be an ACV. It already is one.

Thanks,

Maisie

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**From:** [REDACTED]  
**To:** [Robinson, Jessica](#)  
**Subject:** St Bride"s Tavern, Fleet Street  
**Date:** 01 November 2022 22:33:39

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THIS IS AN EXTERNAL EMAIL

Dear Ms Robinson

I am writing to support the application to make St Bride's Tavern in Fleet Steet an Asset of Community Value (ACV). This tavern is an historic part of the City of London and more particularly of the area in which I live, which is close to Fleet Street. The tavern significantly enhances the look and feel of the area close to St Bride's Church. It is a community tavern and used by local residents like myself and local workers, as well as visitors who come to see this area. It gives us a sense of pride to have such a building in our district. It is for these reasons that I very much support the application for the tavern to be given ACV status.

Kind regards

Annette Nabavi  
Flat 8, 7 Pemberton Row  
London EC4A 3BA