

Additional Information for The Application for an ACV for the Alliance, Mill Lane, NW6 1NR

Survey Results



**Submitted by Fortune Green and West Hampstead
Neighbourhood Development Forum**

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Introduction

This survey was undertaken online between 22 January and 22 February 2016. This summary cover around 765 responses, although as of 25 February there are 783 responses.

The survey is still open and can be seen at: www.surveymonkey.co.uk/r/alliancepub

Words used in italics are direct quotes from the survey responses.

The titles on each page are the questions used in the survey.

The survey was publicised by word of mouth and circulating small cards to most of the immediate neighbouring households.

The card reads:

	<p style="text-align: center;">SAVE THE ALLIANCE</p> <p style="text-align: center;">The Alliance pub in Mill Lane is up for sale. While it might be bought by a new pub oriented owner there is a strong possibility that it might be bought by a developer who closes it down and converts it all to residential. If you want to keep it as a pub please fill in our survey asap at: www.surveymonkey.co.uk/r/alliancepub</p> <p style="text-align: center;">There is more information at the start of the survey</p>	
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1. What is your name (results confidential)

2. Do you think that the Alliance is an Asset of Community Value?



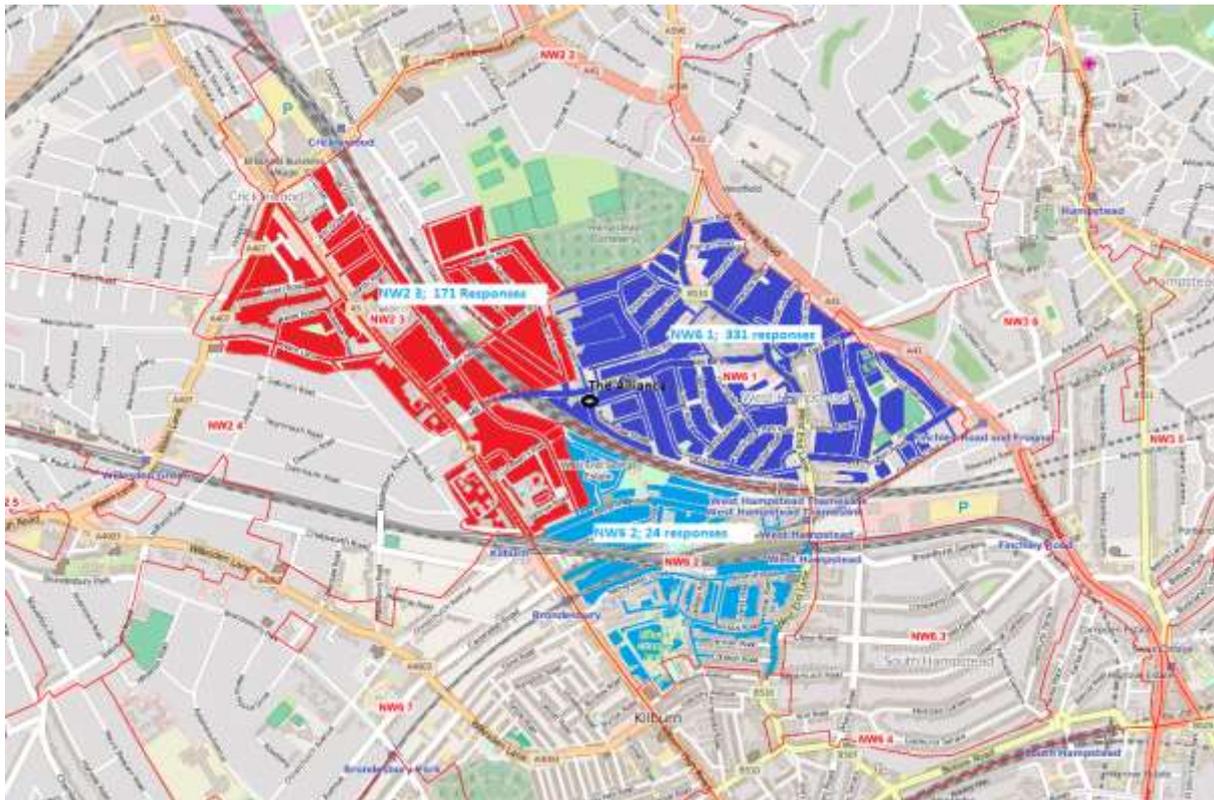
Answer Choices

Yes	756	99.3%
No	5	0.7%
Total	761	100%

Overwhelmingly local people think that the Alliance is a valuable community asset, and 755 people have put their names behind the application for an ACV . There is further evidence in the open question responses that indicate the real value that people see, economically, socially including social care, and in generating community for local families, older people, local groups etc.

3. What's your postcode

We have aggregated the three local higher level postcodes of NW2 3xx, NW6 1xx and NW6 2xx and the location of responses at this level are shown in the map below.

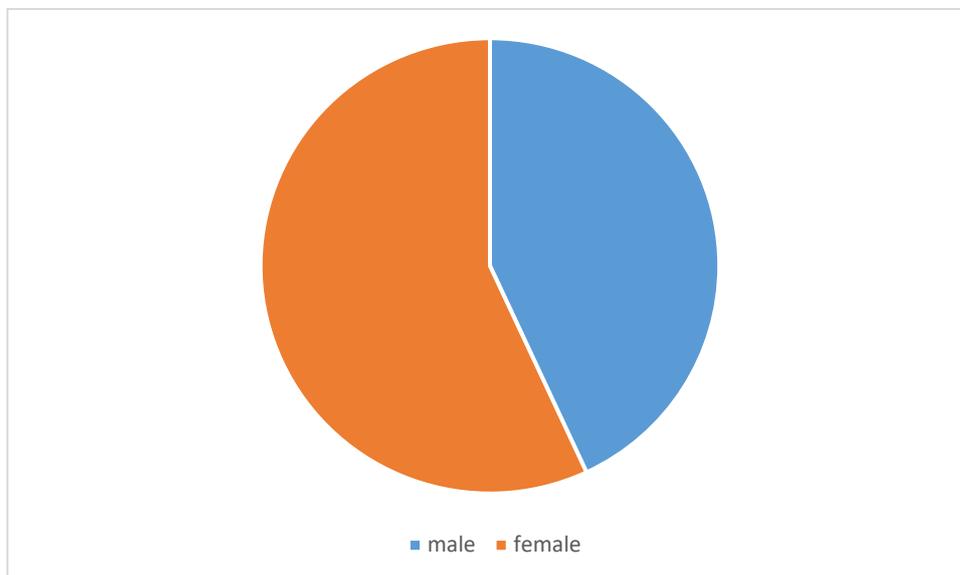


Overall, these adjacent postcodes account for 526 responses, 69% of all responses.

The mainline railway line reduces access to the Alliance for those living in NW6 2, and there was a low response to the survey, although little door to door leafletting was undertaken in this area, for the same reason.

There is relatively lower population density of NW2 3, this side of the A5/Shootup Hill/Edgware Road, and again the railway and the A5 and distance reduce access to the Alliance for those on the other side of the A5.

4. What is your gender?



Male	327	43%
Female	432	57%
Total	759	100%

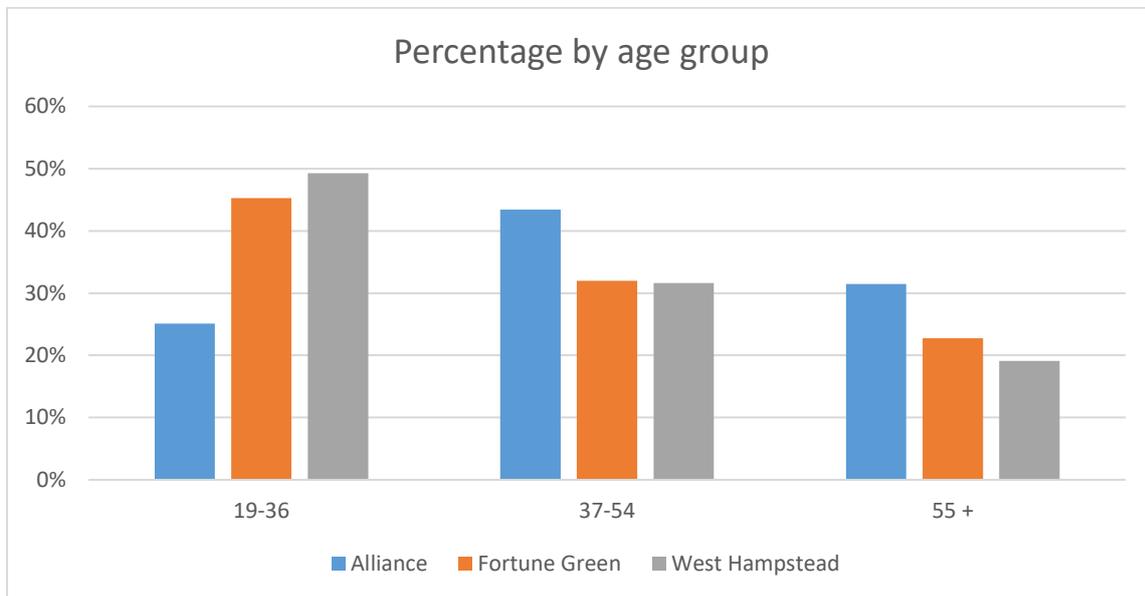
A very high female response to the survey is reflected in the responses to open questions by mentions of, and by, women feeling that the pub is one of very few where a woman can go alone into a pub and enjoy a coffee or a wine, feel relaxed and safe and be well looked after.

"I am an older single female but for me The Alliance is the only pub in North London I would go to alone for a glass of red wine and a good meal."

It probably also reflects the strength of feeling that the Alliance is a family pub, where families from the local community can come and meet. Again the responses to open questions have a dozen comments that it is truly a family pub. *"Please please please don't let West Hampstead lose its only real traditional family pub"*

There are also several groups of mothers and nannies who meet almost daily in the pub, during the day, using the indoor play facilities. (See Q 13, other activities in the pub)

5. What is your age?



The catchment area of the pub is probably around 40/60 Fortune Green/West Hampstead. The data above is based on the 2011 census, and both Fortune Green and West Hampstead having higher population in the 19-36 bracket than the rest of Camden, reflecting a young and itinerant population of young professionals many of whom move to a more affordable area when they have children.

The age demographic of the pub appears very much older than the demographic of the surrounding area, although it is difficult to get matching data so the figures are only approximate, and ignore the under 18s.

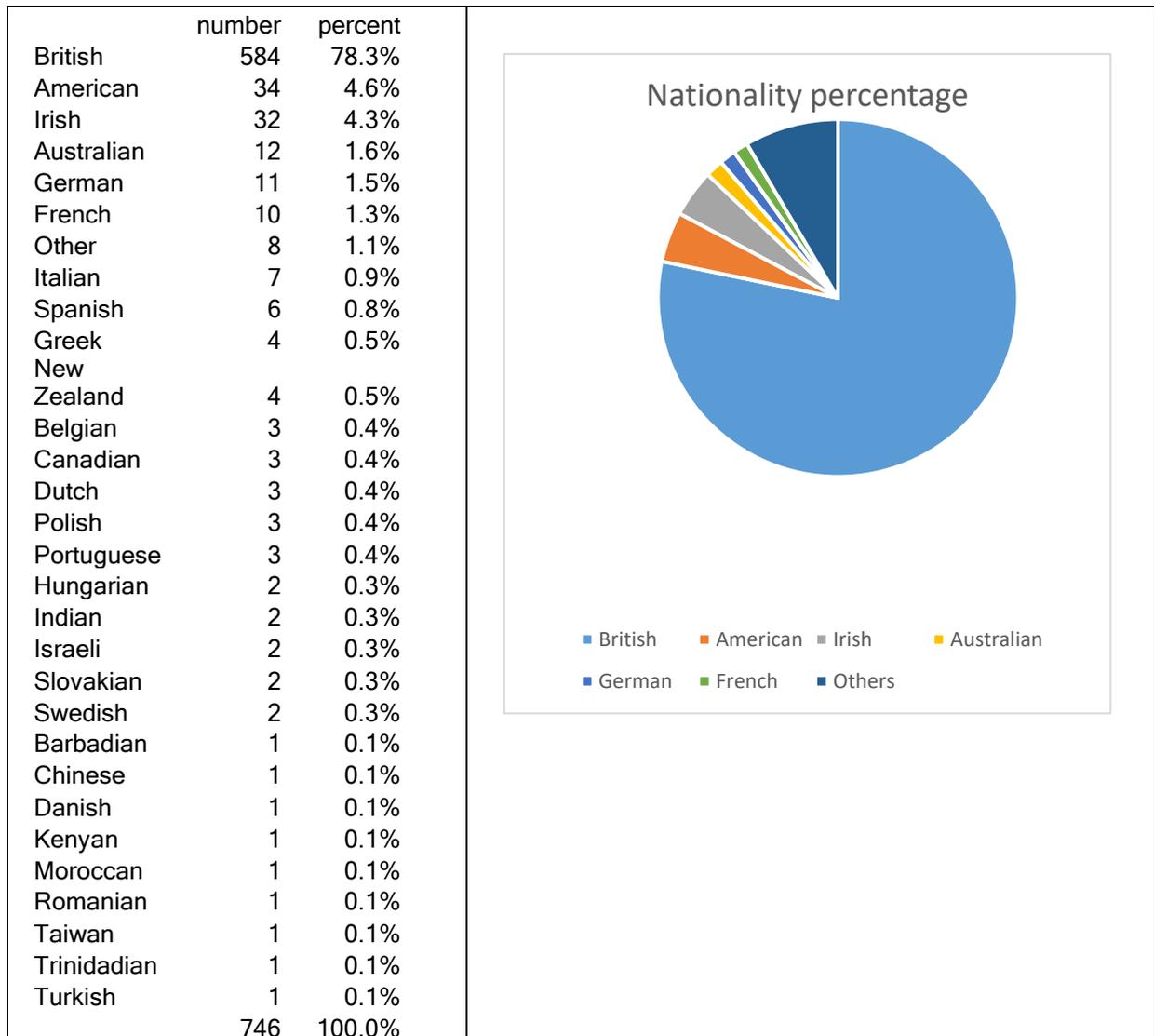
This is certainly reflected in the views of the respondents who frequently mention that the Alliance is a family pub whereas the all of the nearest, but not very near, other pubs in the area are better described as bars designed to serve the younger population who tend to populate the West End Lane, Kilburn High Road and Cricklewood centres, and which are not attractive to the families who do live in the area.

There is still a substantial number of older/family people in the area as a whole, and given that the Alliance is the only family pub amongst the 7 or 8 pubs/bars within a 1km radius this demographic group is significantly under provided for, and have no provision if the Alliance closed.

“West Hampstead and the surrounding area is notoriously a place for younger people to gather and enjoy socialising. At 50+ there are very few places to go. West Hampstead, Camden and London in general is limited in its pub/bar offering for people my age and older. I personally travel from Camden as The Alliance offers a surrounding and atmosphere I can relax and enjoy and not feel out of place. It needs to be kept for its community importance but also for its social importance to middle aged people like me.”

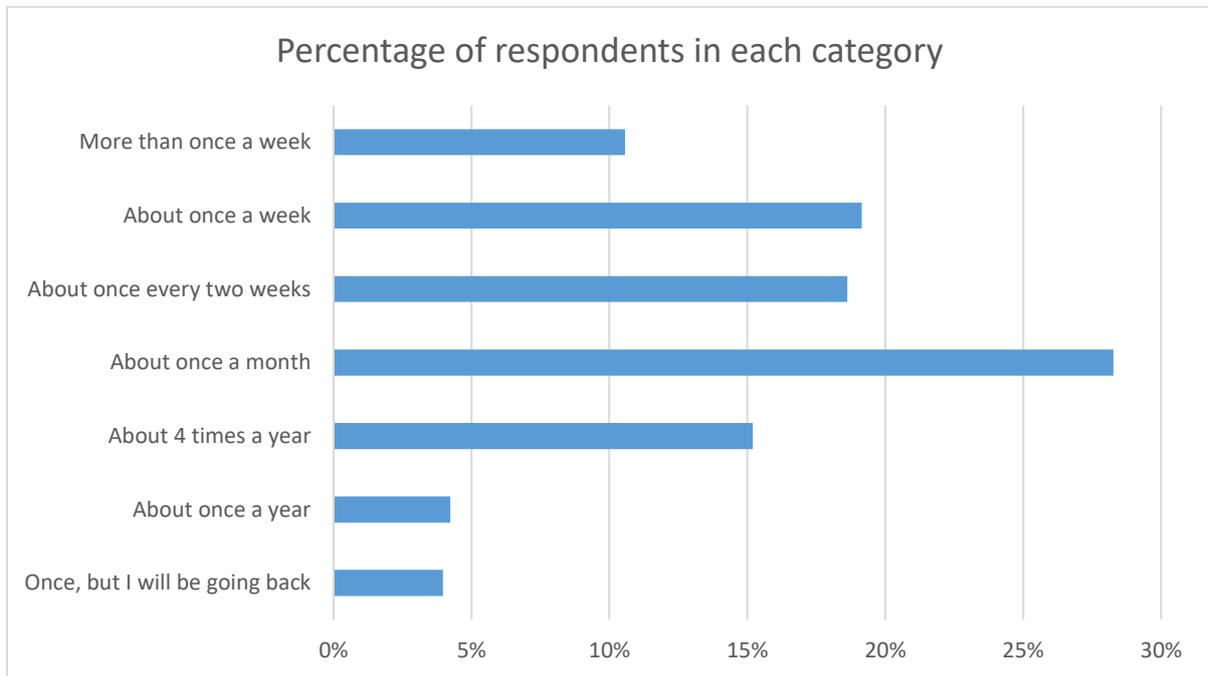
The Alliance therefore serves a specific demographic of the local community who are not served by other pubs.

6. Just for interest what is your nationality? The mix might be impressive.



29 different nationalities represented, but not very revealing and probably not relevant, although the Americans were very keen on it *“This is an important place for the community, and one of the only places my family feels welcome and free to bring children. It is one of the only places in London where we feel at home (our family is from Spain and the US), and if the Alliance leaves there is absolutely nothing similar to replace it.”*

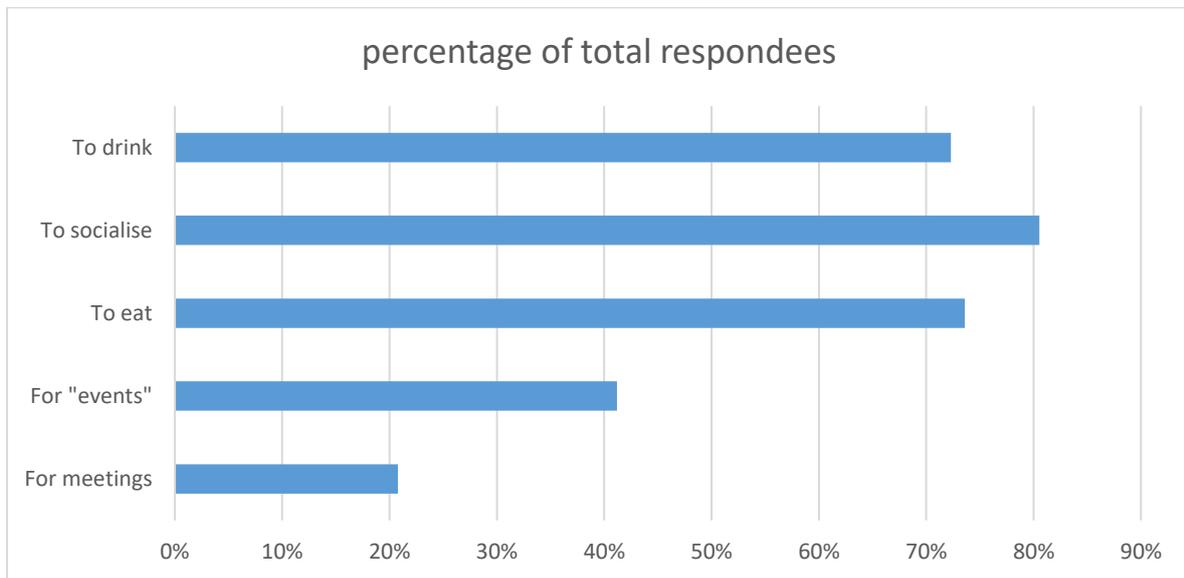
7. How often do you come to the Alliance?



More than once a week	80	11%
About once a week	145	19%
About once every two weeks	141	19%
About once a month	214	28%
About 4 times a year	115	15%
About once a year	32	4%
About once a year	32	4%
Once, but I will be going back	30	4%

There is a loyal customer base as 30% of responders go to the Alliance at least once a week and 77% at least once a month, reflecting a true local and community pub.

8. Why do you go to the Alliance? Tick all that apply.



To drink	553	72%
To socialise	616	81%
To eat	563	74%
For "events" Such as Music nights, quiz, weddings, wakes (More detail later)	315	41%
For meetings (Business, clubs, community stuff etc More detail later)	159	21%
Total responders	765	100%

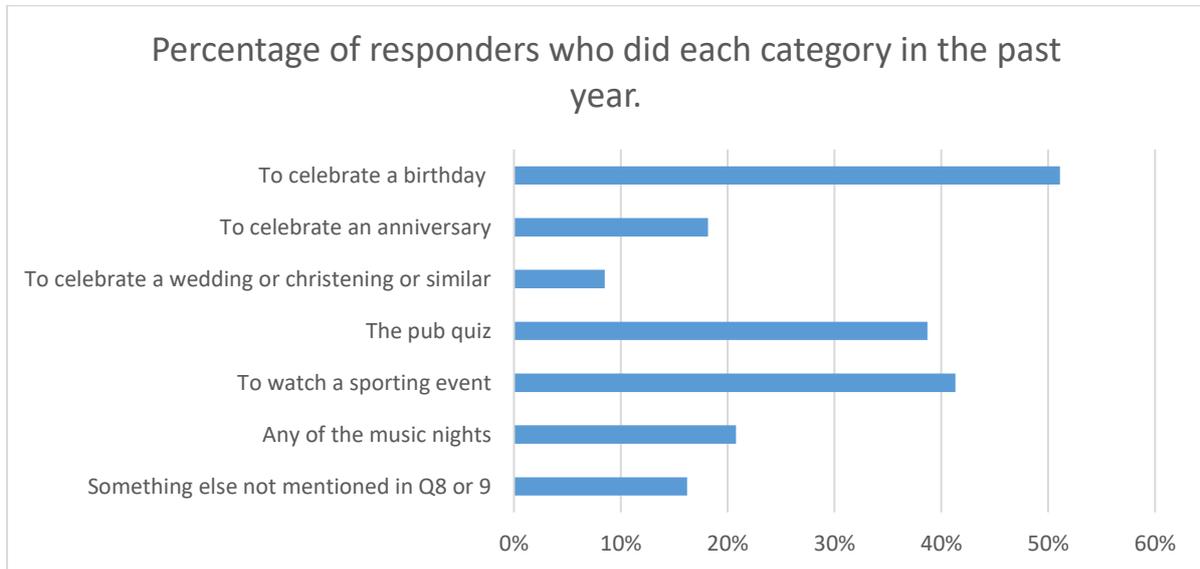
The Alliance is not just a drinkers' pub, indeed more people go to socialise than drink. Part of its recent success has been the quality of the food, reflected by 74% of visitors using it for eating.

A very high 21% use it for meetings of various kinds, during the day and in evenings for meetings or group discussion because of the warm welcome they get and everyone is happy to go to the Alliance and its relatively quiet ambiance (except on music nights of course). There is more on meetings on pageXX)

Other categories which were not mentioned in the question but were noted by visitors include:

- Family get-togethers (13)
- It's child friendly (20) "OnlyWest Hampstead pub with a kids play area!"
- Women's/ Mothers' groups/its women friendly (3)
- To do some work (2)

9. In the past year have been to any of the following "events" at the Alliance?



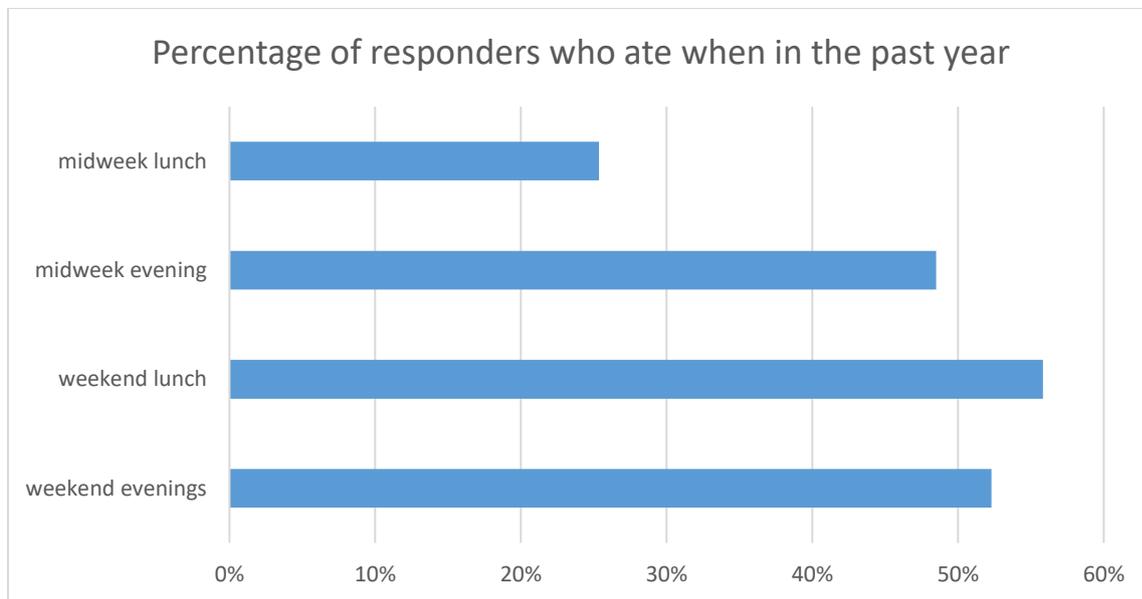
To celebrate a birthday	391	51%
To celebrate an anniversary	139	18%
To celebrate a wedding or christening or similar	65	8%
The pub quiz	296	39%
To watch a sporting event	316	41%
Any of the music nights	159	21%
Something else not mentioned in Q8 or 9	124	16%
Total responses	765	100%

There is a high level of community activity, apart from those organised by the pub, such as the popular pub quiz, music nights or sporting events on the big screen.

Other events" include :

- Local business office parties
- Leaving parties
- Family reunions
- New Years Eve
- Christmas parties

10. Food: In the past year have you...? Tick all that apply

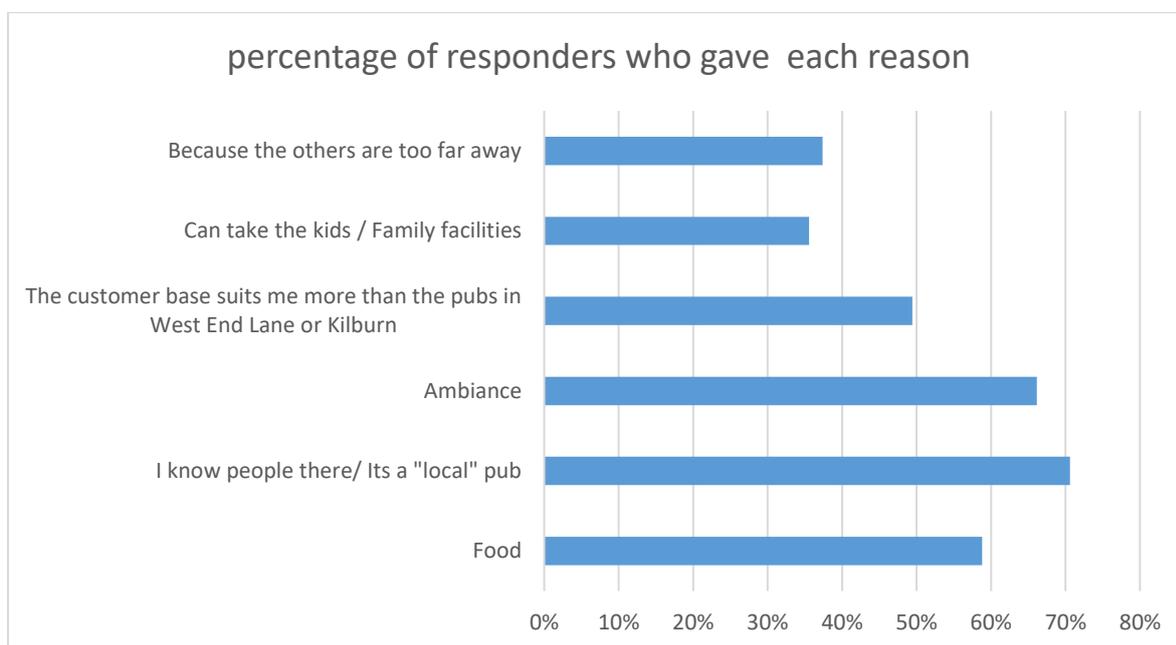


	Number	Percent
Eaten at The Alliance in the evening at weekends Fri-Sun	400	52%
Eaten at The Alliance at lunchtime at weekends Sat-Sun	427	56%
Eaten at The Alliance in the evening Monday to Thursday	371	48%
Eaten at The Alliance at lunchtime Monday to Friday	194	25%
Total Responses	765	100%

Although not revealed in this chart, 89% (678 people) of all responders ate at the Alliance in the last year.

The consistency with which people appear to eat at weekends and evenings supports the idea that this is a local pub. Comments made in the responses underlines the popularity of the pub for families at Sunday lunch.

11. Why do you go to the Alliance instead of other pubs? Tick all that apply.



	Number	Percent
Because the others are too far away	286	37%
Can take the kids / Family facilities	272	36%
The customer base suits me more than the pubs in West End Lane or Kilburn	378	49%
Ambiance	506	66%
I know people there/ It's a "local" pub	540	71%
Food	450	59%
Other (please specify)	136	18%
Total	765	100%

The prime reason people chose to go to the Alliance rather than other pubs/bars in the area is that it is a local pub, people know each other, it is, in two words, a community asset.

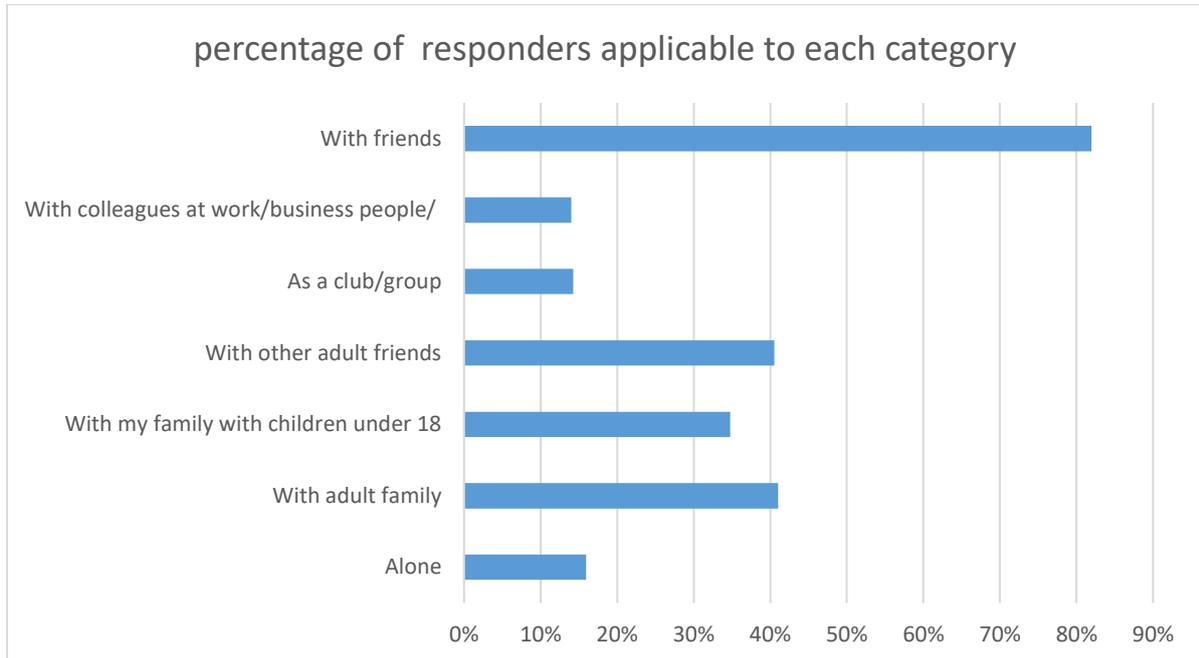
It's a nice pub, with a specific ambience and 66% of visitors chose it because of that specific ambience, while 49% believe that the same ambience/customer base is not available elsewhere in the area, in fact not for a long way.

A high proportion, 36% like it because it has family/children facilities, indicating that there is demand for that type of pub in the area, and it happens that the Alliance is the only one.

Significant **other** reasons why people say they go to the Alliance rather than other pubs/bars in the area are (there were many reiterations of the reasons in the table above):

- Disabled accessible including to the toilets (other pubs in West Hampstead are not, apparently) (3 references)
- Dog friendly (2)
- People friendly: both the customers (14) and, in particular, the landlord and staff (26)

12. Who do you go to the pub with?



	Number	Percent
With friends	627	82%
With colleagues at work/business people/	107	14%
As a club/group	109	14%
With other adult friends	310	41%
With my family with children under 18	266	35%
With adult family	314	41%
Alone	122	16%
Total responses	765	100%

In terms of community asset the significantly high level of “With Friends” indicates that it is a community pub rather than a post-work boozier. The 266 visitors with young family reiterates the demand for such facilities in the area.

13. If you come for meetings, or with business colleagues or any other organisation can you tell us what the organisation is? This so we can show that the pub is helping local business, teachers, sporty people, book clubs etc etc. Please put in all that apply, as concise as you like.

There are a wide range of activities which use the pub, for meetings and get-togethers, as well as Christmas dinners and leaving parties for local businesses.

There were a total of **253 responses to this question**. Where possible items have been grouped together with the number of relevant responses in <brackets>. Unfortunately, we have no good information on the number of participants of most of the groups but where there is information on this and frequency of meeting they are added in (round brackets)

Cultural activities include:

1. Meeting after local adult art classes
2. Local artist businesses meet
3. Planning a local arts festival
4. Several musicians meet
5. Royal Free Music Society Xmas dinner (annual, 35 people)
6. Salto music
7. Music Group
8. London Independant Photographers meets socially
9. Stagecoach Theatre Arts
10. Wac Arts
11. Local cultural group
12. private creative meetings to plan projects

Book clubs meeting include:

1. Gentlemen's Book Club (monthly)
2. My Wife's Book Club
3. The Bad Book Club
4. Food and book club
5. Book group (monthly)
6. And others <7>

Businesses which use the Alliance include:

1. Alan Heywood & Company (weekly)<4>
2. AXProperty Management Ltd
3. Barrett Firrell Ltd
4. Brandon Hire <2>
5. Broadcast Event Production
6. Croll Ltd
7. Eastment Associates (Building Surveyors)
8. Gallery at 31 Mill Lane
9. Holistic Chartered Surveyors
10. Kilburn Business Association
11. London Tool Hire (weekly)
12. MJL Surveying

13. My own personal training business
14. Neston Construction
15. Original Double Glazed Ltd
16. SWH-STB<2>
17. Taylor Wimpey <2>
18. TM developments<2>
19. The Kitchen Table(weekly)
20. Vini Vivi Wines
21. Waitrose (weekly)
22. WH Home Maintenance Ltd
23. London Tool Hire Ltd
24. I work from home, <3>
25. Other business meetings <13>

Churches:

1. Emmanuel Church Choir (weekly/monthly)
2. Emmanuel Church West Hampstead
3. Emmanuel Church Parish Council (committees)
4. Often have socials with groups from St Luke's Church West Hampstead.
5. The volunteers from a refugee drop-in meet at the alliance

Community Organisations use it for small meetings or socially:

1. Community Association for West Hampstead
2. Friends of Fortune Green
3. Jester Festival (Monthly)
4. Intermediaries for Justice System
5. FG and WH Neighbourhood Development Forum Committee (monthly, 9 people)
6. Friends of Fortune Green<2>
7. Golders Green Allotments Committee (Once but coming again, 10 people)
8. Neighbourhood Watch
9. Stop the Blocks (156 West End Lane) (5 or 6)
10. West Hampstead Community Centre
11. West Hampstead Life
12. The volunteers from a refugee drop-in meet at the alliance
13. local charity -good place for meetings
14. local resident community group

Political Groups:

1. West Hampstead Conservatives
2. The Labour Party
3. Liberal Democrats
4. Local councillors

Residents Associations use it for meetings:

1. Menelik Area Residents Association MARA <17>(Quarterly)
2. Sarre Road Residents Association SARRA(quarterly 10/15 people)
3. Gondar and Agamemnon Residents Association GARA
4. Kendal Court RA
5. Mill Apartments Residents<3> (quarterly)
6. RAs general<6>

Women's Groups and family activities:

1. Local nannies meet during the day
2. Antenatal group
3. NCT meetings<7>
4. Local women's group
5. Informal group of local women
6. Regularly meet with Mum's whose children used to go to Beckford
7. Regular but informal meeting with local female friends
8. Mother and baby group, informal (daily)
9. West Hampstead Women's group <daily>

Schools

1. Beckford School PTA <14>(weekly)
2. Beckford School Teachers<6>(allegedly daily)
3. Emmanuel PTA<4>
4. Emmanuel School Teachers <4>(weekly)
5. Hampstead Parochial School PTA
6. Hampstead School Teachers (daily/weekly)
7. Nw6 School Campaign
8. Sington Nursery Parents<3>
9. Other school related <7>

Sport

1. Hampstead and Westminster Hockey Club
2. Rugby meetings
3. Running group Tennis Captains' meeting
4. The local running club members @ruNW6 <2> (Quarterly)
5. WH Cricket Club
6. After a regular Pilates class
7. Brondesbury cricket, tennis and squash club <4>
8. Football five a side team <2>
9. Middlesex University Real tennis club
10. West Hampstead Yoga
11. Go Mammoth Netball Team

14. What is your email address?

This information is confidential

15. Summary of open question: “Many thanks for doing the survey. If you want to add any more, please feel free to do so.”

Attached below is the full text of the answers to the open question. They show the love of the local people for the pub, its recognised value as an Asset of Community Value and the anxiety that many have at its potential loss.

The comments have been sorted by category:

- Anti ACV (3 comments)
- Business (3 comments)
- Community (112 comments)
- Demographics (1 comments)
- Family (25 comments)
- Other (5 comments)
- Personal comments (142 comments)
- Safety/care (23 comments) (These are certainly Community related but were extracted as being particularly pertinent)

To get the full feeling of the local community one should read all the responses. Here we try to pull in some of some of the key issues. Some of these are also covered in the responses to the direct questions.

Anti ACV

Six people voted against the ACV. Four don't seem to like the pub much, and two of those don't see an ACV as a good route. It is acknowledged that the survey was designed to get support for the ACV listing rather than be a referendum.

Business

The responses here add little to the identification of the use of the pub by local business which is revealed by the number of businesses using it for various reasons in Q13. There is a hint of possible greater advantage of using it to promote the interaction of local business.

Community

- Community is mentioned in 120 open answers
- It, willingly, serves the community as a meeting place.
- It is part of the infrastructure and a local amenity necessary to the maintenance of the community, there being no other pubs of this type in the area. Other pubs are designed for young itinerant drinkers and do not help to develop long term community relationships.
- It is a place where children have been brought up and made friendships that will last for decades
- It is warm, welcoming and inclusive.
- It is family friendly, families being the centre of communities.
- Good food, good beer and good service
- See also the notes under Safety/care below
- One verbal comment not recorded in the survey was *“Every soap on television, and the Archers, has a decent local pub. Doesn't that say something. Why can't we keep ours?”*

Demographics

- *“West Hampstead and the surrounding area is notoriously a place for younger people to gather and enjoy socialising. At 50+ there are very few places to go. West Hampstead, Camden and London in general is limited in its pub/bar offering for people my age and older. I personally travel from Camden as The Alliance offers a surrounding and atmosphere I can relax and enjoy and not feel out of place. It needs to be kept for its community importance but also for its social importance to middle aged people like me”.*

Family

- It is the only family pub in the area
- It is accommodating for children
- *“It is one of the few spaces where we can meet with multiple prams”*
- It truly spans the generations

Personal comments

- Many of these 142 comments reflect the despair many locals feel at losing such an integral part of the community’s structure.
- *“A real home from home.”*
- *“The Alliance is one of the reasons we love Mill Lane and our neighborhood. It's the place we go to relax and have a good time. When my husband and I imagine the world apocalypse we always say we would go to the Alliance for refuge. I don't want to see The Alliance gone. What would it be of Mill Lane without it? I just love the place and would love to bring my future children for a drink here when they are of age. Please save the Alliance!”*
- *“I know I'm almost home when I see The Alliance”*
- *“Save our pub!!!!!!!!!!!!”*
- *“Good luck xx”*
- *Etc etc*

Safety/care

- Single women feel comfortable in the pub and are looked after.
- It is wheelchair friendly unlike most other pubs in the area
- A pub provides light and human activity in late evenings for passers by. The Alliance is the opposite of the threat some pubs provide.
- Some of the older generation use the pub as a refuge/source of company within easy access. The same applies to some young mothers

Responses to: "Many thanks for doing the survey. If you want to add any more please feel free to do so."

The comments have been sorted by category: Anti, Business, Community, Demographics, Family, Other, Personal comments and safe/care, The safe/care comments are certainly Community related but were extracted as being particularly pertinent

Some entries are noted as Dup (licate); these are single responses that fall significantly into different categories so have simply been duplicated in the table. All other responses are single responses directly from the survey, Some typos/expletives etc have been clarified

	Open-Ended Responses
Anti	The way these questions are worded is very biased - you are assuming that all people who's fill the survey would be in support and regulars. Well, I'm neither. For respondents like me there are no suitable response options to some of the questions (eg #7, #8). I've been to this pub only once and decided it was not for me. But there is no response option for "have been once but will not go back"
Anti	I think it's sad when any pub closes but I'm not sure an ACV is the best way to go about saving the pub. Would a potential buyer be put off by it having an ACV?
Anti	I just don't get your point. Why interfere with this unless you have a plan? Why conduct a survey looking for after you've submitted your ACV application to Camden? Something's not right
Business	dup: 1. The survey could ask more questions about its value as a community facility - e.g. 'Do you think the Alliance should be kept as a pub/community facility for the future?' - in which case I would answer 'Yes'. 2. If the Alliance does remain it could be promoted more widely and effectively as a facility for business and other get togethers.
Business	We were hoping to use the Alliance for gallery openings & functions from time to time.
Business	The Alliance has been there 16 years. We need to keep small, local retailers instead of houses/flats and big franchises/chains.
Community	Yes, the alliance is a great pub an oasis within a lovely Victorian building brilliant for meeting up with old friends and relatives that were born and raised in "the four streets"
Community	I was one of Michaels first customers some 16 years ago. This pub is a place where I congregate with friends, family , business colleagues. I'm able to bring my child there, I know most people that go to the pub. I can go alone and have something to eat and not feel like I shouldn't be there. The pub is a stones throw from my front door. It means not having to drive and be able to go and relax for a couple of hours if I so wish. There is a great community in Mill Lane, we all know the shop owners, all the way down, they know who we are. Taking the pub away is pulling the heart out of the community. The pubs on West End Lane have a different Clientele, they haven't got the family essence, that the Alliance does. There are too many closures of pubs going on which encourages drinking at home. When growing up, drinking was only done in the pubs. There was never alcohol in my home, it was a social occasion where you would meet with family and friends at your local pub. I attend business meetings there, I can spread all my papers out with my co workers and have a drink and some food and get some work done. It's great for celebrations, Michael has different events on through the year which are great fun and I love to

	<p>go along to them. There are too many buildings being renovated for more flats. We don't need further dwellings on Mill Lane, we have enough. Don't tear out the heart of our community!!!! Keep the pub open, it's many peoples lifeline of meeting others they know in the community. There are many different ages that come into the pub and all different nationalities and interesting people. Think about what the community wants, which is the pub to stay!!!</p>
Community	<p>Please don't take away the best pub in West Hampstead / Kilburn. It has everything a community needs. Good food, a children's area, great customers, sports events, quizzes and one of the most friendly, permanent landlords in the area!</p>
Community	<p>The Alliance is a great community space which I have enjoyed going to with my children since they were quite little. It is close to their nursery Fordwich, so I was able to go there with other parents after morning nursery sessions with the kids. There are not many places that are so welcoming to little ones and where they even have a designated area where they can play happily. Since my children started at Emanuel C of E primary school up the road it has also become a key meeting place for the PFA (parents and friends of Emmanuel). It's also the only pub in the Mill Lane area of West Hampstead/Cricklewood.</p>
Community	<p>dup: It is a real community institution. We meet new local people. It is safe and pleasant for girlfriends to meet. The fact it is there makes the street safer at night. It brings mill lane to life and provides a focus for the community.</p>
Community	<p>dup: We need a pub in the immediate area. It's an important part of the social scene especially for families but also older residents who can't get about easily</p>
Community	<p>It would be sorely missed and leave a gaping hole in the local community.</p>
Community	<p>The Alliance is a vital focal point for West End Lane</p>
Community	<p>The closure of the Alliance would be a huge blow to the neighbourhood - don't let the developers get hold of it. Save the Alliance Pub.</p>
Community	<p>We must not let The Alliance disappear. It's been part of our community for a long time and we need to support it whole heartedly.</p>
Community	<p>this pub serves many people. it is beautifully situated. it has many devotees and people who go alone feel safe and part of the community. it has a community feel and the present publican has done much to develop style and ambiance</p>
Community	<p>The pub has been a cornerstone of the communitiy for decades and its loss would be catastrophic for the area.</p>
Community	<p>I think the pub is a great local asset and it would be a real shame and a loss if it closes. It's a real beneficial part of this community.</p>
Community	<p>I like the breakfasts, please don't go. Thanks. I moved here in October, when I viewed the property the first time and I visited the pub. It became a big selling point for me and one of the reasons I decided on the property. These guys have also taken me in when I've been locked out of my flat, they charged my phone and made sure I had a safe place to stay. They're an important part of the community, I've been here four months and I can see that!</p>
Community	<p>It;s a fabulous pub, and a huge community asset. To think of it disappearing is unthinkable</p>

Community	loss of the pub would be a great loss to the area. It would lose its "village" feel. Residents of all ages are welcome which is valuable for residents like myself and my wife.
Community	This is a village pub. When a popular member of The Alliance the staff died in very tragic circumstances just over a year ago, there was an enormous and generous response across the whole West Hampstead community.
Community	Have been a regular at the Alliance for over 30 years and caters for all walks of life ! Fantastic for local families at weekends for food! Would be a great loss to local community. Love the place!!!!
Community	When we moved to this area in 1987, The Alliance was noisy, dirty and had an aggressive customer base. Over the last ten years it has become a wonderful community asset, full of local people chatting, quizzing, eating, laughing, singing, and fostering a great sense of togetherness. The sad case of Natalia, the barmaid, and the fact that we raised over £10,000 to pay for repatriation to Poland (and funeral costs) is an illustration of community spirit at it's best. The Alliance does what it says on the tin: it is the binding agent for all sorts of people from disparate backgrounds, with different jobs and dreams, but allied in their belief that 'community' promotes discourse, prevents violence, and enhances local life.
Community	The Alliance is a valuable local amenity, and part of the local culture; to lose it would be a disaster
Community	Would be very sad to see the end of the Alliance pub .. Great asset to our community and my particular age group !
Community	The Alliance is a precious community asset, a great place to drink, eat and socialise. It must be saved!
Community	It would be a tragedy to lose such a community meeting place.....yet more loneliness and isolation all in the name of development .
Community	dupThe Alliance is a very significant local asset. As a middle-aged woman, I am very confident and comfortable there by myself and that is unusual in London. In addition the pub makes families welcome. It is safe, clean, well run and friendly. I would be devastated to lose it. In addition I host people from Holland and Germany and they all cite it as a delightful local amenity which encourages them to stay and spend money in this area.
Community	Me my husband and our family discovered the Alliance pub when our 1st son moved to West Hampstead 10 yrs ago to live as he had moved there to work in London he was then aged 21 .We have visited him since and our 2nd son moved 5 yrs ago .We are from Cardiff and frequently visit the pub when we are staying with our sons it has a great sense of community and we were shocked to hear that it may close .The pub is a part of the community and well used it has been a great meeting place to eat drink and meet local people many of our extended family have visited for birthday celebrations food and the very popular quiz night.I was grateful that the pub and of course Mike was there when my sons were new to London to "take them under their wing " a rare thing today and was quite shocked when we first visited by the welcome we also received .What a terrible loss this would be another triumph for property developers what will happen to ordinary people where will they meet .This community will not be the same without this pub .I hope you can save something good luck .Lynn
Community	dup:The Alliance is a local community pub - best place in the neighborhood for food, drink and local ambiance - also adds to the security of what is otherwise a dark stretch of road. It would be a tragedy to lose it

Community	The Alliance is a fantastic asset for the community, it is where I go to meet my friends, Michael and the team really know all their local customers and it feels like a second home. The atmosphere is always warm and welcoming, and it really feels like a place that brings people together rather than just a place to have a drink.
Community	dup:The alliance is the friendliest pub, that really draws a community together. We love it there because it is so accommodating to children. A great place for a family Sunday roast!
Community	This is a fantastic community pub for locals of all ages - there is nowhere else left like it in West Hampstead. It must be preserved as such!
Community	A local pub with a proper down-to-earth feel. Genuine locals. Somewhere for people at that end of West Hampstead (and edge of Cricklewood and Kilburn). Losing the pub would make that end of Mill Lane a bit empty and bland. It's most definitely a local community asset, of real value.
Community	I used to live very close to this pub. West Hampstead suffers from a dearth of 'proper' pubs, this practically being the only one. The loss of the Alliance will mean the further loss of soul of the area generally. It is indicative of the homogenisation of London generally.
Community	Mike and the staff at The Alliance make a huge effort to welcome their customers, be part of the community and provide a great venue for all who enter. It is the only eating/drinking establishment on Mill Lane available for evening get-togethers with the exception of Mill Lane Bistro which serves a different purpose (dining primarily and it's small). What a genuine shame and loss to the community it would be if The Alliance were to close. Happy to help in any way possible to keep it as a going concern and to keep Mike and his great staff at the helm.
Community	Great place, and it's a real community hub. It is the only truly family-friendly pub in the area and is a great local asset.
Community	Not many pubs these days are true "locals" - guaranteed a friendly chat with the landlord and good chance of meeting someone else you know. It also has a calmer more relaxed atmosphere than the pubs in West End Lane at Kilburn High Rd. It cannot go!
Community	Thanks for organising the survey - the Alliance is such a welcoming, family friendly community pub, valued by so many.
Community	I have been using the Alliance for the 22 years I have been living in the area and view it very much as the hub of the community, especially as the nearest alternative pub is at least 10 minutes walk away. The loss of the Alliance would be a great shame for the local area.
Community	The Alliance is a real benefit to this part of West Hampstead, providing a friendly meeting place for people of all ages. It would be to the community's everlasting benefit if its future was assured.
Community	The Alliance is wonderful addition to the community. Mill Lane has its own unique feeling that is separate from the more standard fare found in West End Lane. Losing a gem like the Alliance would create a great hole in the mill lane community!
Community	This is the only pub in the area where you know you will meet local people and that includes past residence who return because it is and has retained it's focus as a local hub for this part of town.
Community	The loss of The Alliance would be a major blow to the local community.
Community	Good pubs like this are the heart of a good community. Without them people feel they have no local belonging and thus these areas become lifeless soulless urban sprawls with all the problems that this brings with it
Community	This pub has been and still is a great social asset to the community. It would be detrimental to the area to change it to something different.

Community	Please keep this local pub. It is a meeting place and a genuine part of the community. It is a full service pub that makes an effort to be involved. It is also safe and well run.
Community	I am happy to put my name down as one of names for ACV form. I am a CAMRA member. Good luck!
Community	dup: We live at the bottom of Gondar Gardens and also run a business on mill lane, The Alliance (and Mike) are a huge asset to the area and the community - I feel safe walking home at night as I know it's light and busy, there is never any trouble - it will kill this end of Mill Lane.
Community	Great pub, great atmosphere. Too many local pubs being closed down. This town is coming like a ghost town...
Community	Pubs are an important social hub of a community. The more that are destroyed the more sterile London becomes. The real life of a community is also what visitors want to see, rather than generic chain stores that you can just as well see at home.
Community	I visit London for long periods at least twice a year and stay in the neighbourhood, the pub feels central to life in this community. It is vibrant and necessary.
Community	Camden council is planning to regenerate and increase foot traffic in mill lane. To change the pub to homes goes against this plan and residents will have even fewer places to go to in mill lane and will instead have to travel even further away from the lane to find a safe public space. The post office is moving close to the alliance pub, the lane needs local amenities, losing the alliance will damage the quality of life for local residents and isolate it, whereas in the future as the population increases in westhampstead, so will demand for a public space in mill lane. Please don't make mill lane more barren at night, this will trigger other stores closing down and the road will become empty
Community	Dup: The Alliance is a great local venue much loved by the local community. Michael has worked very hard and done a wonderful job of making it a nice venue that welcomes families as well as the long term regulars, many of whom are of the older generation and would be lost without it. They may not have access to this internet survey to share their views so I think it's important to say on their behalf that the pub's closure would inhibit their opportunities for social interaction and friendship which would be devastating for them.
Community	The Alliance is the only pub on Mill Lane and it would be a sad loss to see it go. I have little doubt that it is a community asset. It would be a sad and permanent loss to the community if its use were changed.
Community	This pub has been the hub of the community for years. Please do not put up another residential building in its place or convert it.
Community	Not only is the pub an asset to its customers but also to the people who work there. Small businesses are hard to come by and are being taken over every day. Working with a close team is great as every employee is aware of everything going on with regards to stock or evening specials, we all know and get on with each other well and have worked together for a very long time. Mike took me on when I was just 15 and had never worked a day in my life; I've been here 4 years now and I know both the chef and long term staff member Christine have been here even longer! Both my boss Michael and all of the weird and wonderful customers that I have experienced along the way have shaped me into the colourful, dynamic and confident person I am today and I know so many more people could benefit from The Alliance in the way I have.
Community	dup: The Alliance Pub and its landlord are a pillar of this community. The food is gastro and superb quality and value and Michael is always there with a smile and some banter. My family and children love it and would be devastated to see it close!

Community	The lost of this fantastic venue would be horrific for our community.
Community	Thank you for trying to say what is a great asset to our community and to me.
Community	Pubs that cater for a cross section of the community are vital. once they're lost, they won't return which means that people will stay indoors and socialising declines leading to more fragmented communities
Community	I hope that Green King go to the trouble of trying to find a microbrewery/gastropub chain rather than a property developer. To sustain its location as a place to meet and exchange news, information, ideas or even just to share time with others is, as yet not unique, but so important, a benefit to the prevention of fragmenting local communities in expanding urban societies.
Community	The Alliance is by far the best pub around. Great food and ambiance. It will be a massive loss to the community.
Community	We had 50 people inc children from 6 months to 11 years for my husband's birthday. Michael supports community projects. His advice and input has been invaluable.
Community	Grew up in the Alliance and still friends with the same people 30yrs later. Would be a big loss to the community and the local area.
Community	We love it! It's a relaxed local place that has a sense of community. You can get your veg box delivered. I think that sums it up. It is also frequented by many people from the adjacent Council Block, where else can you find a mix of people like that? It's amazing. It's important.
Community	The Alliance is a really important asset to the community - you see so many people in there alone who get to have a chat and some social interaction that it feels like they really would not get without The Alliance. There is nowhere else nearby for people who have no family or partner to go to and know they will find a friendly word and not feel embarrassed to be alone. It is devastating to think that this could be lost - and will be massively detrimental to the village feel of Mill Lane if The Alliance is changed. It is so welcoming and not intimidating - not a 'wine bar' or 'theme pub' - Just a proper pub that is welcoming to all, where you know you will always find a seat and a friendly face.
Community	We need a place to socialise. We don't need more flats west hampstead has plenty of new flats already
Community	The pub is a definite asset to the local community; we use it (relatively) regularly, and we like it because it is 'unimproved' and has a traditional feel; once it is gone, and I truly hope it will not, then an important social asset will be lost forever;
Community	The Alliance is a real asset to the community and would be very sorely missed if it were to close
Community	If the whole of West Hampstead turns into 'luxury' flats there will be no community left.
Community	It would be such a shame if this pub was anything other than a pub. It is a true community pub.
Community	A fantastic pub with a great community feeling.
Community	Please don't close the Alliance, this has been my local pub for so long. The manager is fantastic and it has a great community vibe to it. Closing it would destroy the community in my mind.
Community	The Alliance serves the local community at many different levels. In Sarre Road alone there are many of us who work from home using the facilities served for us.
Community	The Alliance is more than 'just a pub'. It's the centre of the community at this end of Mill Lane. There is no other space like and no other venue that is so welcoming and tolerant of kids. It has the feel of a local pub where people know each other and mix as a community. West Hampstead is becoming so overcrowded and full of chains so to be able to retain the Alliance is really important. Mill Lane is characterised by

	independent businesses and there is a great mix of different services and communities, and the Alliance plays an important part of that.
Community	It's a place for neighbours who just arrived to make friends and find someone to feed the cat when they go away. It's much more than a pub and we really should value it.
Community	We need the Alliance in our community. Wheelchair friendly and no basement toilets or climbs to first floor for our elderly relatives.
Community	This pub means loads to the community of West Hampstead. Once we had a refurbishment in our house that lasted nearly a year, we couldn't live in our home but I still had to commute for my younger daughter and checking on builders. I spent many a morning and afternoon with my baby there, sometimes only for a cup of tea. Michael was always welcoming and helpful. I had a place to go and spend the winter days, use the Internet, talk to somebody. We need to preserve this sense of community that made relationships within the community stronger and healthier.
Community	I would hate to see The Alliance close down. It is a mainstay in that complete area. Can't imagine not having the bar there!!!!
Community	dup: There are so few community spirited pubs around, the Alliance is a necessity for our community. It is one of the few places I can take my child and know that we will be welcome, she can play and there are facilities for babies and I get to feel like a grown up!
Community	Keep it as a pub and local community asset
Community	This is a tremendous community asset and a great pub which I use regularly. I am approaching retirement and counting on its availability. It is quite different from the other pubs in West Hampstead and I personally would be devastated if it closed or became yet another block of flats. The food and drink quality and range is far better than that offered elsewhere in the area.
Community	I am super concerned about the ongoing construction in West Hampstead, how transit and corporate it's becoming and the loss of community. It feels as if it's being sold off to the highest bidder and is no longer the place I moved to ...
Community	Given the location of other pubs in the Fortune Green ward area, and its family-friendliness, it would be beneficial to local residents to recognise the Alliance's undoubted status as an Asset of Community Value.
Community	Dup:1. The survey could ask more questions about its value as a community facility - e.g. 'Do you think the Alliance should be kept as a pub/community facility for the future?' - in which case I would answer 'Yes'. 2. If the Alliance does remain it could be promoted more widely and effectively as a facility for business and other get togethers.
Community	We are losing 'proper' pubs at an increasing rate and to lose The Alliance would be a disaster for the community.
Community	Although I do not use the pub very much myself these days, (I gave up drinking alcohol about six years ago) I live very near the pub (and have done for over 30yrs) and hence have been witness to the value the pub provides as a community resource. This has become even greater value since West Hampstead Community Centre lost its main hall to Sington Nursery. Public places where people can meet socially is vital to a people becoming a community. For this reason I support action to keep the alliance as a pub.
Community	It would be a travesty for this great pub to be closed, and yet another nail in the coffin of the supposed community feel of London. Mill Lane is a brilliant road that

	has so far managed to avoid the commercialised soullessness of so many other places - and the Alliance is a key part of this!
Community	dup;This is an important place for the community, and one of the only places my family feels welcome and free to bring children. It is one of the only places in London where we feel at home (our family is from Spain and the US), and if the Alliance leaves there is absolutely nothing similar to replace it.
Community	A friendly and important part of the local community, and much more inclusive than other pubs in the area.
Community	Although I don't use the pub much I value it as a community resource and there isn't any other 'local' nearby.
Community	Feel very strongly that the Alliance is a pillar of the local community
Community	I don't think there's another pub of this nature and such a pleasant local community feel within some miles ?? Pls save!
Community	I love The Alliance! The pub quiz is amazing and the landlord and staff are so friendly. Would be a real loss to the area.
Community	I was born and grew up in Kilburn and West Hampstead. I feel very strongly that the pub is a community asset that facilitates social, sport and business in the local and wider area. I have helped save The Duke of Hamilton in Hampstead village that was going to be turned into flats. The pub was bought by Fuller's and went on to win best pub in London on the Fancy a Pint website. A facebook page to save the pub would help this struggle.
Community	It is the only dog friendly pub around. Also as people who moved into the area, the Alliance is the only way we have got to know people in our community.
Community	It's not just a pub - it's our 'debrief' place after work, it's where we can relax, bond and team build as a group - really important in our highly pressurized and busy lives - I'm not sure how we will cope if it goes :(
Community	Please don't take away from the Alliance continuing to be a great pub and place for our community to meet.
Community	Please Keep Open Very much needed by the local community
Community	Please keep the alliance as a community pub / venue it is a great asset to the community
Community	The Alliance does feel like a proper "local", community-based pub. It is the only one like that, as far as I'm aware, in West Hampstead.
Community	The Alliance has been a pub that my father in law went to - some years ago but as a relative new comer to the area, it has a good local feel and London being the area that seems intent on pricing out people, it is essential that pubs as community outlets remain as that and not add to yet more over priced properties.
Community	The alliance is a lovely local pub and would be a great loss to the community!
Community	The Alliance is located in an area of West Hampstead which is not served by any similar facility. It is a major asset for local people, groups and organisation.
Community	The Alliance is very important in the cultural life of Mill Lane. As there are no other pubs nearby, it always has a homely feel about it, even when packed. It certainly is an asset of community value.
Community	The Alliance provides an important social focus for this north-west part of Camden and West Hampstead and is an important meeting place for people who both live and work locally to have group socials (eg possibly teachers from 2 of the large local schools, community groups who want to combine a meeting with eating and having a drink, small businesses to meet people for lunch). It has a more relaxed social atmosphere unlike the environments of some of the central West Hampstead pubs which have a much greater emphasis on "drinking". Its architecture is often not appreciated but it is an attractive building which represents the more traditional

	architecture of the area. Built on a corner, it is very much a cornerstone of our community life - please let it remain as a pub for social gathering!!
Community	The atmosphere in the Alliance is unique. It is one of the last pubs of London where you can find people of all walks of life and of different generation together. So important for the community.
Community	The pub really is an Asset of Community Value. west Hampstead is becoming quite soulless with the crazy property prices and proliferation of coffee shops (who can be drinking all that coffee?) and we need to preserve local facilities like the Alliance.
Community	This is a real community pub. It would be a sad loss if it were to close.
Community	This is the only pub on Mill Lane. It has the strongest community base of any pub in the area, Kilburn, West Hampstead and Cricklewood included. We need to support our local and community venues, they are an endangered species.
Community	To lose the pub on mill lane would be really awful for the area as there are very few places in its locality which are truly a pub. it offers a good meeting point for people who used to live in the area to meet and catch up while also serving good food. It is something the local people of the area need to remain what it is rather than being turned into more expensive flats that people cant afford.
Community	We absolutely love the Alliance. It is exactly what a pub should be; somewhere to relax and socialise outside of the house, somewhere to meet family and friends and somewhere to feel part of our community. The Alliance is particularly special because it does everything to such a high standard. It's food is excellent, the staff super friendly and the ambience absolutely perfect for families and friends to all come together. It is rare in London because it is neither a hyper-trendy gastro pub or a down and dirty local boozier. It feels like a true community space where it is just as acceptable to go for a coffee and mid-week breakfast with friends and their toddlers as for a more lively Saturday evening or intense (slightly tipsy) quiz-off.
Community	We will miss this pub. It is a centre for the locals
Demog	West Hampstead and the surrounding area is notoriously a place for younger people to gather and enjoy socialising. At 50+ there are very few places to go. West Hampstead, Camden and London in general is limited in its pub/bar offering for people my age and older. I personally travel from Camden as The Alliance offers a surrounding and atmosphere I can relax and enjoy and not feel out of place. It needs to be kept for its community importance but also for its social importance to middle aged people like me.
Family	They make the best Sunday roast and I see my neighbour families going there on regular basis. I've been asked on the street by a mum with a pram asking where the Alliance is. We want it to stay!!
Family	dup:The alliance is the friendliest pub, that really draws a community together. We love it there because it is so accomodating to children. A great place for a family Sunday roast!
Family	Please please please don't let West Hampstead lose it's only real traditional family pub
Family	Since closure of our local pub the 'Prince of Wales' on Fortune Green several years ago(due to a new development!)the Alliance is now our 'local' to residents of Fortune Green and the local area. Other pubs in West End Lane are not family friendly and the emphasis is on the younger generation. We must keep the 'Alliance'

Family	Dup:The Alliance is a great local venue much loved by the local community. Michael has worked very hard and done a wonderful job of making it a nice venue that welcomes families as well as the long term regulars, many of whom are of the older generation and would be lost without it. They may not have access to this internet survey to share their views so I think its important to say on their behalf that the pubs closure would inhibit their opportunities for social interaction and friendship which would be devistating for them.
Family	dup: The Alliance Pub and its landlord are a pillar of this community. The food is gastro and superb quality and value and Michael is always there with a smile and some banter. My family and children love it and would be devastated to see it close!
Family	Re: Q7. I come to London to visit my family once a month (I live in the north). I always look forward to going to The Alliance with my family, who are regulars. The staff very helpful, friendly and welcoming.My grandchildren love the food and the play area is so safe for them. The Alliance serves the local community well and it would be so very sad if it were to close.
Family	dup;As a woman on maternity leave with two young children, it is sometimes really difficult to go places and see people but I always know that I can pop into the Alliance and be welcomed and feel less isolated.
Family	Young children can mix with octogenarians safely and it doesn't just cater for 25-35 year old trendy whampers, although they are more than welcomed by locals.
Family	The Alliance is a neighborhood staple for many. The family-friendly facilities is hugely important for the community. We love Mike and appreciate his amazing care to all the clients.
Family	it is one of the few spaces where we can meet with multiple prams
Family	The Alliance is a child friendly pub. The only one with a designated baby play area.
Family	My Dad has a large family with children and many grandchildren - we are a close family and keep in touch. the pub has been a fantastic meeting place as Dad's retirement flat is tiny. The premises at the pub suit us all- not too formal, relaxed. My Dad, Leonard Rydings, would be lost without it. he has tried other places but teh local feel is lacking and the clientele too transient.
Family	dup: There are so few community spirited pubs around, the Alliance is a necessity for our community. It is one of the few places I can take my child and know that we will be welcome, she can play and there are facilities for babies and I get to feel like a grown up!
Family	I sometimes go to the Alliance with my grandson who is 4 and lives around the corner on Ravenshaw street. He loves the pub. He loves to eat there, and loves to play there. He'd be very upset if the pub closed and so would I.
Family	dup;This is an important place for the community, and one of the only places my family feels welcome and free to bring children. It is one of the only places in London where we feel at home (our family is from Spain and the US), and if the Alliance leaves there is absolutely nothing similar to replace it.
Family	I feel the pub is a great place to take friends and visitors and a lovely place for my wife and I to go for dinner. Always nice to catch up with the neighbours there as well.
Family	I have been associated with the alliance for over 10 years. I have worked there, leave there and now as my family still live around and I'm friend with the owner I come there on regular monthly basis. I saw the changes and transformations. It's great local,family friendly pub with great food and lovely atmosphere. It's a great asset to the area.
Family	I have been visiting this pub since a young girl with my family and now with my own young family. It's the best local pub known and loved by many. Great memories

Family	I live across the road and it is great having the (extremely well run) pub nearby where I can meet friends/family in a relaxed setting without the hustle and noise of young working adults on evenings out - as is the case in pubs in west end lane.
Family	I sincerely hope that it can be saved. It is one of the few places in the area where families can get together. Our living circumstances are such that there is no where near where we can meet in comfort. I don't know how my daughter would have survived without The Alliance. It acted as a refuge for her for many weeks after the birth of her baby when both her neighbouring flats were being renovated. The noise was so great that she was unable to stay in the flat during the daytime. It really was her salvation. Thank you so much; I don't know what she would have done without you.
Family	I would be devastated if the Alliance was sold. I love going with my parents, the food is very nice and the family atmosphere is amazing!
Family	Michael is the only pub host local to my family who remembers our name when we visit and offers a genuine warm welcome to all strangers or outsiders. It is a special welcoming pub that would be terribly missed by visitors and locals alike.
Family	The Alliance is by far our favourite pub. Exceptionally well run. Family friendly. Great food and atmosphere. It has it all- and there is nothing that offers young families a similarly relaxing and special treat out together. We would be devastated at the loss of this pub and really hope it can be saved!
Family	The Alliance is our "local". We have met friendly neighbours here and it is the only place we would bring visiting family to due to the lovely atmosphere and great food. It is a proper neighbourhood pub and it would be a sad loss to see it turned into something else.
Other	If I can be of any help, please contact me. Happy to help staging any events there (eg special quiz nights) - I have form with Friends of West Hampstead Library and in my work.
other	I have actually just started coming in a bit more frequently (weekly) as my kids are getting a bit older to stay with a babysitter in the evenings.
other	why not add a box for forwarding this to others? The card you give out would be more useful if it suggesting googling "alliance pub/ survey" rather than "Survey"
Other	Keep up the good work. Save our locals!
Other	Long live the alliance---from a social Scot !
Personal	Yes, I have known this pub since the beginning of the 1980's. And although I don't always manage to go on a regular basis, this particular pub is very much a very important part of my life in terms of enjoyment and time period that I've known it. Also, this is a very important part of the British way of socialising, therefore, a very important way of life. It would be a great shame to see this pub go. Regards.
Personal	Part of my weekly routine - it would be a real shame to see this go.
Personal	It would be a tragedy to lose the Alliance, great landlord and wonderful food! A really comfortable and welcoming place to relax.
Personal	Save the Alliance!
Personal	it would be a shame to close this pub which is a real pub for the neighbourhood off-west end lane
Personal	The Alliance is located between West End Lane and Kilburn and has a large catchment area. My experience is that it is used by people of all ages; including families with young children, most of whom are themselves local. It thus provides an ideal meeting place for all of us "local people".
Personal	Michael has done a great job in improving the Alliance. It would be ideal if it were sold as a going concern and retained him as landlord.

Personal	We don't live in the area any more, but pub was about a group of people getting together, having an amazing time - a shared history. If its gone, so is the chance for others to do the same.
Personal	I believe there is also a heritage issue here. The Alliance is part of the historic fabric of the area.
Personal	It would be a shame to lose the Alliance but I might see my husband more!
Personal	great local pub now that it does decent food.....we don't want it to go!
Personal	We're very well served with eating places and cafes, but compared to the surrounding areas: Kilburn, Belsize, Hampstead there's a woeful lack of pubs.
Personal	I don't think any of the closest pubs - Black Lion on West End Lane North London Tavern - can be considered local. They are too far and, more importantly, not set out to know the patrons.
Personal	It's a lovely friendly local pub.
Personal	The Alliance is a great local pub with a convivial atmosphere
Personal	The Alliance is a hidden gem and crucial social hub. We've been there for birthdays, wakes and many a night out with groups of friends. It would be a massive loss to the area.
Personal	It's a lovely pub - welcoming and friendly and modern, but not loud and brash like the West End Lane venues.
Personal	The area can't afford to lose such a great pub
Personal	The Alliance is the ideal local pub. Excellent food and a warm, friendly, down-to-earth atmosphere.
Personal	The Alliance is special to me because it has a good mix of ages and genuinely feels like a local pub rather than a chain.
Personal	good luck... x
Personal	I consider the Alliance to be my local pub. Since moving to West Hampstead two years ago I found myself lucky to have such a cosy, well run pub with fantastic food down the street from my house. I would be extremely disappointed to see it go, Mill lane would lose so much of it's character if it were to go.
Personal	No worries
Personal	Had my 50th birthdgy at pub – a fantastic evening for friends and family.
Personal	Michael is the best pub landlord in the area and has made the Alliance a fantastic local pub for the local community.
Personal	I first visited this pub in 1982 when I moved into Broomsleigh St. It was not very welcoming, a bit rough. Now it is just lovely, spacious, warm and friendly. A real home from home. Would be sorely missed,
Personal	Please stay!!
Personal	The Alliance is a local friendly pub which I use and recommend to others because of its ambiance and ability to provide a place where local people can go to enjoy a quiet drink with good food. You will also inevitably meet other locals who go there for the same reasons.
Personal	Just to add my sentiment that it really would be a massive shame if the Alliance had to close; Michael runs a friendly and welcoming pub and I struggle to think of a place that I prefer drinking in the area. To replace the Alliance with yet more accommodation or other businesses seems pointless and would deprive the local area of a genuine social asset.
Personal	I go to the pub with my sister, who lives nearby and my partner, daughter and I sometimes drive from Notting Hill to go there for Sunday lunch without my sister - it is such a great pub
Personal	Unlike the other pubs in West Hampstead The Alliance does not have 'delusions of grandeur' it's the local.

Personal	Please don't let it go!!!
Personal	We love the Alliance. Amazing food, great atmosphere, the only good place for miles around. Dont close it!
Personal	On Mill Lane The Alliance is a social centre and the best Restaurant with the best staff and management.
Personal	The Alliance is a great pub for all! Great food and always the place we go when visiting my brothers who live in the local area.
Personal	It's a lovely pub, great food, nice people, great layout, very cosy. Used to live in West Hampstead and went all the time. Now I've moved I still go back often and re live the memory's spent there
Personal	So happy to have a local pub that has the friendliest environment and the nicest staff, food and interior. Would be devastated if it closed down.
Personal	My husband has been going to the Alliance several times a week for 30 years. It is a mutual support network for the regulars and they would be "lost" without it.
Personal	Hands off our pub!
Personal	My sister worked there once.
Personal	Please keep the Alliance we really need it in our end of West Hampstead,there is nothing else!!!
Personal	I seldom go to pubs in London and only occasionally do go to the Alliance. Atmosphere is fine, service is (uusually) good. And it's local. It would be a shame to see it go, there's nothing quite like it nearby. WH watering holes not quite the same.
Personal	The Alliance is one of the reasons we love Mill Lane and our neighborhood. It's the place we go to relax and have a good time. When my husband and I imagine the world apocalypse we always say we would go to the Alliance for refuge. I don't want to see The Alliance gone. What would it be of Mill Lane without it? I just love the place and would love to bring my future children for a drink here when they are of age. Please save the Alliance!
Personal	This pub is a great meeting place on mill lane, it would be awful to see it disappear.
Personal	From 1979 I lived in West Hampstead, mostly in Lyncroft Gardens then Cholmley Gardens and frequented The Alliance during that time. My postcode now indicates I live in Finchley but for the last 5 years have still used The Alliance as my local.
Personal	Please don't close this down, best Sunday dinner ever!
Personal	Although I've now moved to Hackney, I used to love the Alliance when I lived on WEL, and it would be a great shame if it were to go.
Personal	This is the only pub in West Hampstead that I use. I don't want it to disappear.
Personal	This is the only pub in West Hampstead that I use. I don't want it to disappear. (Duplicate response)
Personal	Happy to give the pub and NDF my full support with this campaign!
Personal	The Alliance is a cracking local pub with a lovely welcoming atmosphere. It would be awful to lose it.
Personal	Lovely local pub, great atmosphere and good food
Personal	Please keep me posted.
Personal	Not sure i've been particularly helpful but hope so
Personal	I have been going to the pub since the 1980's and would be very sad if it disappeared. Even though we live very close by, we have never been troubled by The Alliance's proximity or it's clientele.
Personal	I don't agree with the 'sob! you have added to the alone category and I rather disagree with that assumption. Yes it's good to go with friends but it's also fine to go alone especially if you meet neighbours there and Mike is always very hospitable to me.

Personal	<p>It is imperative that The Alliance stays as a pub. Another space of hugely expensive property would not do West Hampstead any good. The only person it would benefit is the developer, who would probably not even live in West Hampstead! Part of the reason people come to (and live) in West Hampstead is due to the wide variety of coffee shops, restaurants and retail shops, if you start dismantling those then there will be nothing interesting going on, and people will move out. The current owners of The Alliance have seriously turned the place around, it used to be a rather nasty venue. However, the current pub caters to practically everyone - I have seen retired couples having a Sunday lunch, business executives on a work night out, large families with children, people just in for a pint - the pub caters for everyone. Furthermore, the pub is a hotspot for short stay foreign visitors making use of services such as Air BnB. It is a huge attraction to have a friendly traditional English restaurant / pub in such close proximity to many property. In turn these visitors bring more money into West Hampstead and Camden in general. My favourite memory of The Alliance is when we had a family 50th birthday there and we had one side of the pub to use, we brought a little band along and the pub provided a buffet style food service as there were about 60-70 people there. It was a fabulous occasion. I seriously do not know where else we could have done it that would have created such a good vibe, moreover that was in such close proximity to where we live and also to where our friends and family live. The Alliance has become part of that section of Mill Lane, you have the two corner shops and The Alliance. It is simply the ideal place for so many types of occasion.</p>
Personal	<p>I know I'm almost home when I see The Alliance - please save West Hampstead from more faceless flat that will be bought by cash overseas buyers...please save this community from transience.</p>
Personal	<p>Good luck!</p>
Personal	<p>Good luck xx</p>
Personal	<p>I love the Alliance! The food and people are so lovely and it would be such a loss to see it developed into something else.</p>
Personal	<p>We need these places as meeting points with friends - too many closures for high price flats</p>
Personal	<p>Please keep this wonderful pub going. I actually live far away, but if ever there was a pub worth going to visit, it's the Alliance.</p>
Personal	<p>I have honestly had some of the best nights of my life in the alliance especially around Christmas time. It would be an extremely sad day if it were to ever to close down</p>
Personal	<p>Please help to preserve our London for the Londoners as it's part of their history and culture :-) Visitors to London are always more impressed by authenticity and will return again.</p>
Personal	<p>We have only three pubs in West Hampstead. The Alliance is further away from the main shopping street, so it shows that people will make an effort to go there over the other two pubs. There is not a lot of footfall for the shops in Mill Lane. The whole road really needs to be put on the map to newcomers to the area.</p>
Personal	<p>I have been living in West Hampstead area for last 10 years and it is great place also it is so sad to see all these nice local places convert in to luxury apartments. Personally I strongly against closing down Alliance pub in west end lane.Alliance is great pub for families and children and friends and others.Food is great and tasty and stuff are friendly and polite. Specially Michael who runs the pub he knows how to run it how to make it homely nice place. Also he has spend great energy and work to make the pub lovely and modern.So I do not understand what is going on on human race and I do hate some peoples attitude after making money</p>

	money money. Do they care about local community? local life ?????????? no they just want make a money. Therefore personally I do against the sell.
Personal	They should get some sourdough bread and all will be fine.
Personal	Good luck with the campaign !
Personal	Cant believe that there is a possibility that this great old pub could be f.....d up . Is nothing safe in london from money grabbing developers.
Personal	Save the Alliance!! Best Guinness and Sunday roast around
Personal	It's wonderful friendly place that adds a social dynamic to my life I would greatly miss if it were destroyed.
Personal	Please involve us in any campaign as Mike and the pub make Mill Lane
Personal	My dad started going to The Alliance in the late 60's. He used to take me when I was a kid, around 8 years old. I'm 49 now and still go there. Apart from The Railway I do not like the other pubs on West End Lane. They are soulless and have no community spirit, they are just about selling overpriced food and beers. The Railway is too far to go for for a few drinks on a week night.
Personal	Please keep the Alliance pub open, great landlord, great food, great beer, a great local pub for local residents.
Personal	It's an historic pub, there's been an Alliance pub there for well over 120 years and it's a lovely building. NW6 has been ruined by all the new builds and blocks of flats, please don't let this go the same way. It's a nice locals pub!!
Personal	Jeremy from peep show goes there! It MUST stay open!!!
Personal	Music nights!!
Personal	Please don't lose The Alliance, I love it. Best pub hospitality I've experienced in the UK. Food is fantastic, clientele amazing and the landlord is very very good.
Personal	The SaveLondonMusic.org campaign is supporting the campaign to save the Alliance
Personal	This pub has a wonderful atmosphere and it is the nearest "local" to those in fortune green which is otherwise unserved.
Personal	Although I personally have used this pub only once, having now found that it is a good venue, I would like to return to the Alliance or at least another friendly local pub. Others in the area cater for a younger clientele and are not so welcoming.
Personal	It would feel very barren around the locale without The Alliance. Its such a good place to meet socially, especially as the community centre is nearby.
Personal	There are not many pubs like this in the area. Staff and owner are extremely accommodating and food is amazing. Really would be a shame for it to go.
Personal	Please save the pub!!! I'd buy it if I had the money 😞
Personal	save my local please.....
Personal	Do not surrender!!
Personal	This was the pub I had my first pint in some 33 years ago, and I have been going there ever since. I will be devastated if my local pub goes!
Personal	Please save this pub!
Personal	It would be a pity if this pub were to close, as it is the most consistently pleasant and civilised in the West Hampstead/Kilburn area.
Personal	Do lets keep this building as a pub or restaurant.
Personal	Please consider the benefit of this important landmark in West Hampstead, and for all living in West Hampstead 'Village'.
Personal	Save our pub!!!!!!!!!!!!!!

Personal	a really nice pub with excellent food and good ales. our granddaughter enjoyed the play area so much, Please stay open as a pub, great atmosphere
Personal	Best of luck.
Personal	Best value meals in West Hampstead; food is great and the menu is always creative and interesting. As a couple we are there for dinner at least once a week, it's also a very welcoming pub to take friends and family.
Personal	Cannot bear the thought of losing yet another lovely pub to greedy developers
Personal	Friendly landlord not many of them left.
Personal	Good campaign
Personal	Good luck with the campaign!
Personal	Good luck! Neighbourhoods need pubs like tha Alliance
Personal	Good Luck, I really hope the pub stays. Happy to help out if you need a volunteer for anything?
Personal	Great local pub that should not close.
Personal	Great pub, excellent landlord, good beer.
Personal	I don't live nearby but I have friends for whom this is their local and so I go there to meet them and it's a lovely pub with a great atmosphere and delicious food. Good luck with campaign!
Personal	I really hope it can stay as a pub. Most people around here would be very sad to see it go
Personal	I would go more than once a week but only live here part time. Great pub, would be sad to see it close.
Personal	If this pub closes down I will be heartbroken. Mike the owner and all the bar staff are a huge family and care so deeply about the building and the customers. We care more about them than our wages. I can't have it go and if anyone tries to take it from us I will chain myself to the building. I promise.
Personal	It is a great pub I used to go more often and hope to again but working away a lot at the moment. We don't need more flats there will be nothing else left.
Personal	It is a well run pub. The sports' occasions are not allowed to interfere with customers who may be eating/drinking only and wish to hear themselves speak. I have never seen any trouble in the Alliance.
Personal	It is a wonderful pub and I am sad that Michael is retiring from the business but I wish him well. Have been there many times on our visits from America. Please keep it as a pub!!!!!!! Steve Regan
Personal	It is my local pub and after using it once I was very impressed landlord very friendly. Not tried food yet but have been told very good. I like old style pub not over keen on wine bars.
Personal	It is my local pub and after using it once I was very impressed landlord very friendly. Not tried food yet but have been told very good. I like old style pub not over keen on wine bars. (Duplicated return)
Personal	It should not even be considered to be bought by a developer who will close down the famous local and convert it to residential. This is appalling. The developers should take there ideas elsewhere and convert pubs/bars that are shut down already such as the one on Finchley road called 3 zone 7 or something that has been shut down for a few years.....So developers back off.....
Personal	It would be a massive shame if the Alliance closed. It's a great environment to relax in with a drink and friends, we love it and feel that there are no other local pubs that are the same.

Personal	It would be a massive, massive shame if the Alliance as run by Michael would have to go. This is our local and we love it. Michael is an amazing host and there is always a lovely atmosphere. The food is also some of the best in the area, while still affordable. I would chose the Alliance over the many "hip" bars and restaurants that have emerged in the area any day. We have brought many friends from all over London to the Alliance. May it long continue - please!!!!
Personal	It's a great local pub both traditional and modern, with a fab atmosphere
Personal	Its a shame if we lose the pub, so many already have been closed England wide and ours is special as its well looked after and the food is great.
Personal	It's the most 'civilised' pub in the whole area. Don't go to many pubs, but this one is good.
Personal	I've never set foot in this pub, but a friend whom I take seriously and who lives in the area feels very strongly that it is a community asset.
Personal	Love the pub and what Michael has done to it. we have already Isot so many iconic 'watering holes' to the resi market. please help keep this one at least for a while?
Personal	Please keep it open!
Personal	Please save it from property developers who will leave empty rather than adapt too opening a local pub (as with The Old White Bear in Hampstead)
Personal	Please save this pub! It is a wonderful community resource. Friendly, welcoming to all. Fab food, good range of ales, great staff and cute play room. We meet friends from all over London here.
Personal	Please try to keep this as a pub. It is a great place to meet. We have been going into the alliance since 1977
Personal	Regret I am not at present using the pub. This is owing to the illness of my partner but I hope he will recover in time for summer 2016
Personal	Save Our Pubs!
Personal	Save the Alliance! It'd be such a loss if it wasn't there!
Personal	SAVE THE ALLIANCE!!!!!!!!!!
Personal	strong support from residents on Hillfield Road to keep the Alliance.
Personal	The alliance is a great local pub with a fantastic publican who has done a grand job
Personal	The Alliance is an asset for the area, it would be such a shame should it be developed into residential dwellings. I travel to get to the Alliance as there is no pub like it in my area, Whetstone N20. The staff and regulars are all so friendly and respectful of the area.
Personal	The Alliance is our local - we feel welcome there, and that's really worth something in London.
Personal	The Alliance is such a friendly pub, close enough to walk to. My husband and I would really miss our local pub.
Personal	The Alliance is the only pub that the Landlord greets you with a smile and a huge welcome. Michael is a valuable asset
Personal	The Alliance is valuable to the community because it has been there for years, and for someone to come and take it away is unfair..... Its a traditional local pub, where it is difficult to find in this day and age..... This place means a lot to many for different reasons..... The pub is a great local asset....
Personal	The staff are super friendly and extremely accomodating. Every time I walk in, it's like I'm walking into my home. So welcome and also a great atmosphere
Personal	This is the only pub for quite a large area. It should remain so.
Personal	This is the only pub for quite a large area. It should remain so.(duplicated response?)
Personal	This is the only pub in the area worth visiting and worth saving

Personal	This place is a local asset it must be sold!!!
Personal	This pub is a fantastic asset to the local area. My sister lives on the next road and often frequents the alliance for dinner, the odd pub quiz and Sunday lunch.
Safe/care	dup: It is a real community institution. We meet new local people. It is safe and pleasant for girlfriends to meet. The fact it is there makes the street safer at night. It brings mill lane to life and provides a focus for the community.
Safe/care	dup: We need a pub in the immediate area. It's an important part of the social scene especially for families but also older residents who can't get about easily
Safe/care	I have mobility problems and the access and facilities are good for me. Michael the landlord is most accommodating. It would be difficult for me to visit pubs further away.
Safe/care	Good facilities for my wife who has mobility problems, Michael the landlord is most helpful. It would be difficult for her to visit other local pubs and her quality of life would be affected if it closed. We depend on the shops in Mill Lane
Safe/care	It's the only pub in the area that is near enough for me to walk there and back, when my arthritis is not too bad !!
Safe/care	dupThe Alliance is a very significant local asset. As a middle-aged woman, I am very confident and comfortable there by myself and that is unusual in London. In addition the pub makes families welcome. It is safe, clean, well run and friendly. I would be devastated to lose it. In addition I host people from Holland and Germany and they all cite it as a delightful local amenity which encourages them to stay and spend money in this area.
Safe/care	dup:The Alliance is a local community pub - best place in the neighborhood for food, drink and local ambiance - also adds to the security of what is otherwise a dark stretch of road. It would be a tragedy to loose it
Safe/care	Dup:The Alliance is a great local venue much loved by the local community. Michael has worked very hard and done a wonderful job of making it a nice venue that welcomes families as well as the long term regulars, many of whom are of the older generation and would be lost without it. They may not have access to this internet survey to share their views so I think its important to say on their behalf that the pubs closure would inhibit their opportunities for social interaction and friendship which would be devistating for them.
Safe/care	People of all ages and income need this lovely pub to feel a sense of belonging in an area where there is nowhere else to be in a community for their well being and not to feel isolated which many do young mothers older people
Safe/care	There are quite a few older customers for whom the pub is a refuge where they are well treated and looked after. The distance to another pubd would make hard for them.
Safe/care	The Alliance is a huge part of my elderly father's routine. He's not an out going man, but since moving into the area from the south coast in order to be closer to me and my family, it had become a part of his day to day routine. The landlord is incredibly welcoming to all of us, but especially my dad for whom he provides valuable daily contact. It would be a huge loss to the whole family.
Safe/care	dup;As a woman on maternity leave with two young children, it is sometimes really difficult to go places and see people but I always know that I can pop into the Alliance and be welcomed and feel less isolated.
Safe/care	It's a place where single women who just want to have a coffee or who forgot their keys can come without feeling uncomfortable.
Safe/care	We need the Alliance in our community. Wheelchair friendly and no basement toilets or climbs to first floor for our elderly relatives.

Safe/care	We do not eat out much but the Alliance is wheelchair friendly and Michael, the pub leaseholder, is very welcoming. It is a social hub for the local community.
Safe/care	I am an older single female but for me The Alliance is the only pub in North London I would go to alone for a glass of red wine and a good meal.
Safe/care	I consider the Alliance to be unique in our area. It is the only decent pub with a nice atmosphere within walking distance and I live in Willesden Green so it is a fair old walk but worth it. It has excellent food and is female-friendly which not all pubs are. The landlord does an excellent job and it would be a great loss if it were to go. (Female)
Safe/care	I like the friendly atmosphere at the Alliance. I feel comfortable there. I have never had any unwelcome attention - and if I had, I am confident that Michael the landlord would remove the problem. It is a well used, much needed, local meeting place. (Female)
Safe/care	The pub is well run and single women feel comfortable - unlike some others.
Safe/care	I have quite a few disabled friends and family, the alliance is one of the only places we can meet locally. We have steps to enter our flat and there are so few restaurants or bars locally that are so accommodating for less able people, they have great access and facilities. As with most local people we live in a flat and if we want to see a group of friends or family the most comfortable place to meet them is the Alliance with its great atmosphere and food
Safe/care	I never worry about who might be in the pub. The Alliance is extremely well run and I have never witnessed any trouble; nor have I ever been the focus of unwanted attention when on my own. This cannot be said of all other pubs on the Kilburn High Road - which would be a longer walk (at night particularly) but all that are left if the Alliance is closed. (Female)
Safe/care	The Alliance gives people like myself, who tend to be alone more often than not, a place to go to where, for a while, one has some company.
safety/care	
	dup: We live at the bottom of Gondar Gardens and also run a business on Mill Lane, The Alliance (and Mike) are a huge asset to the area and the community - I feel safe walking home at night as I know it's light and busy, there is never any trouble - it will kill this end of Mill Lane.