

## London Borough of Camden Assets of community value Nomination form

Please read the accompanying [guidance](#) when completing this form. If you have any queries, please email: [communityrighttobid@camden.gov.uk](mailto:communityrighttobid@camden.gov.uk). You may also complete this form [online](#).

Please read the London Borough of Camden's [privacy notice](#) for details of how we will use the personal information we collect from you in this form.

Submit your completed form by email to [communityrighttobid@camden.gov.uk](mailto:communityrighttobid@camden.gov.uk), or post to: Localism Hub, Room 305, Camden Town Hall, Judd Street, London WC1E 5JE.

### PART A: ABOUT YOU

<b>Title</b>	Mr
<b>First name</b>	Nick
<b>Surname</b>	Jackson
<b>Address</b>	
<b>Postcode</b>	
<b>Telephone number</b>	
<b>E-mail address</b>	
<b>Your relationship to the organisation</b>	Treasurer of the NDF, delegated by the Chairman James Earl to act for the NDF on this application for an ACV

### PART B: ABOUT YOUR ORGANISATION

<b>Organisation type</b>	A body designated as a Neighbourhood Forum pursuant to section 61F of the Town and Country Planning Act 1990
<b>Please describe your connection to Camden</b>	The NDF and the Forum's Area were designated by LB Camden on 9 May 2013. NDF has since prepared a plan for the Fortune Green and West Hampstead wards in LB Camden, which has been voted on by

	local people through referendum (9 July 2015) and has been approved and integrated into LB Camden's local planning policies. The Alliance Pub, the "Asset", is located near the boundary between Fortune Green and West Hampstead wards.
<b>Charity registration number (if applicable)</b>	n/a.  A copy of the constitution is attached and is also available at: <a href="http://www.ndpwesthampstead.org.uk/5Constitutionrevisedjan2016.pdf">www.ndpwesthampstead.org.uk/5Constitutionrevisedjan2016.pdf</a>  The West Hampstead and Fortune Green Neighbourhood Plan is available at: <a href="http://www.ndpwesthampstead.org.uk/NDPfinalMay2015.pdf">http://www.ndpwesthampstead.org.uk/NDPfinalMay2015.pdf</a>

If not a registered charity, please attach evidence of your organisation's status such as Articles of Association.

## PART C: ABOUT THE ASSET

<b>Name of asset</b>	The Alliance (Public House)
<b>Address or location of the asset</b>	40-42 Mill Lane London NW6 1NR
<b>Description of the asset and its boundaries</b> <i>(You may attach photos and/or a plan as supporting evidence)</i>	A public house serving largely local people. Located on Mill Lane, at the junction with Ravenshaw Street, it forms part of the small Mill Lane commercial centre which is identified in the Neighbourhood Plan as being an important yet vulnerable local retail and commercial centre  It is a three storey building with basement below. Total floor area 806m <sup>2</sup> . Its architecture is attractive and in line with the larger late Victorian buildings that border the main streets in the area.  It is surrounded by a residential area of late Victorian century 2/3 storey terraced houses, and a few mansion blocks typical of the larger area. The housing is largely family housing, with some dwellings of multiple occupation.
<b>Reasons for nomination</b> <i>(You may attach documents as supporting evidence)</i>	<b>The pub has recently been put on the market and experience shows that there is a likelihood that a purchaser would redevelop it as residential. We feel it should be preserved as a pub.</b>

**1.The Alliance is an important and popular community centre for local people and families.**

The pub is a popular local meeting place for local people and families. It sells good quality meals in a pleasant relaxed atmosphere. It is heavily used by families and groups for Sunday lunches. It is well-established (since 1886) and local people want it to remain as a pub. (See support from local Residents' Associations at the end of this application. We are also currently undertaking an on-line survey to gather the views of local individuals. You can see it at: <https://www.surveymonkey.co.uk/r/alliancepub>

Reflecting its importance in the structure of the local community, it has special facilities for children during the day (photo attached) and has an area which can be used by local groups for small meetings. Tea and coffee is served all day and local parents meet in the pub before and after delivering/picking up children at the local school. (Beckford)

Local organisations such as residents' associations, choirs, book clubs, a football team, a pilates group and an informal new mothers group, use the pub for meetings, and occasional performances by one of the choirs. A fuller list of organisations and businesses is being prepared.

It helps to bring the community together by hosting community events including a very popular weekly quiz night, occasional music evenings, and organises wedding, christening, anniversary celebrations, and wakes.

Similarly, it has large TV screens for occasional major sporting events to which local community comes together to enjoy camaraderie and competition – eg World Cup, Olympics, Wimbledon, etc.

**2.It is an important economic asset in maintaining local businesses, shops and services in the area.**

Mill Lane is identified in the Neighbourhood Plan as being an important yet vulnerable local retail and commercial centre. (Policy 14: Mill Lane Neighbourhood Centre: attached)

Retail premises in the area are continually under threat from conversion to residential thus threatening the viability of the remaining commercial premises.

Every outlet lost reduces footfall for the others. The pub generates a relatively large footfall thus maintaining a centre and community focus in the most north-westerly part of the neighbourhood and indeed the borough. The retention of the pub, as both a building and social asset, will play a key role in maintaining the economic position of the area. The loss of the pub could lead to decline of the commercial centre.

(See also NDP policy 12: Business, Commercial and Employment Premises and Sites; attached)

Local businesses use it for lunch and meetings.

**3. It is a significant architectural asset in the streetscape.**

It is a three storey Victorian brick building with basement below. Its architecture is attractive and in line with the larger late Victorian buildings that border the main streets in the area.

Should the building cease to be a pub there would be greater justification for a developer to demolish and rebuild it as residential, thus removing another building key to retaining the historical architectural quality of the area

**4. It is a unique asset being the only pub in the area.**

It is the only pub in the area, the nearest other being 0.7km away on West End Lane and which is a high street pub serving mainly the younger professional population that lives in the central part of West Hampstead. The second closest at 1km is on the busy main road, Cricklewood Broadway. There are other pubs in Kilburn (1.1km away). Few of these would be classified as family friendly pubs.

In addition, there are few other places where meetings of small community groups can be held in the neighbourhood, and none at zero cost.

**5. West Hampstead is undergoing rapid population growth and needs to retain community assets not let them disappear.**

The West Hampstead area includes an "intensification area" with intensive residential

	<p>development underway and across the whole area of the two wards there is much other residential development which is leading to growing pressure on all local social amenities and infrastructure assets.</p> <p>There is already one large new build on Mill Lane, with another equally large development recently approved in Gondar Gardens – both within 200 metres of the Alliance. These when combined with the many current and planned small new builds and conversions to multiple occupation in the area will lead to greater population density and a risk to the cohesiveness of the local community if there are no local community facilities available, such as the Alliance.</p>
<p><b>Current owner's name and address (if known)</b></p>	<p>Greene King plc Westgate Brewery Bury St Edmunds Suffolk IP33 1QT</p> <p>Tenant is Michael Keating (address as the pub)</p>

You may attach photos, maps, plans and other documents to help identify the asset and to support

<p><b>Additional information</b></p>	
<p>This application for an ACV is presented by the local designated Neighbourhood Forum but is supported by the local councillors in Fortune Green and West Hampstead and other local groups listed below:</p> <p><b>Councillors:</b> Cllr Flick Rea Cllr Lorna Russell Cllr Phil Rosenberg Cllr Richard Olszewski Still awaiting written confirmation from 2 other councillors</p> <p><b>Organisations:</b> Fordwych Residents Association Sarre Road Google Group MARA Menelik Area Residents Association etc GARA Gondar and Agamemnon Residents' Association HARRA Hillfield Road &amp; Aldred Road Residents Association</p>	

Picture of the Alliance



Alliance Play area

