

London Borough of Camden
Assets of community value nomination form



Name of asset: The Alliance (Public House)
Name of nominating group: Alliance ACV Community Interest Company
Organisation type: Please select whichever apply: ☐ A neighbourhood planning forum designated by the local authority ☐ A parish council ☐ A charity ☐ An unincorporated body with at least 21 local members and which does not distribute any surplus it makes to its members ☐ A company limited by guarantee which does not distribute any surplus it makes to its members ☐ An industrial and provident society which does not distribute any surplus it makes to its members ☒ A Community Interest Company <i>(Any surplus will not be distributed to its members but will be wholly or partly applied to the local authority area (LB Camden) where the asset is based or to a neighbouring authority area.)</i>
Evidence of local connection: The Alliance ACV CIC is registered in Sarre Road NW2 3SL. Both directors live within 300 yards of the Alliance. One director is co-chair of Fortune Green and West Hampstead NDF and played a key role in the two previous (successful) applications for an ACV for the Alliance. The Alliance Pub, the “Asset”, is located on the boundary between Fortune Green and West Hampstead wards

Name and address or location of the asset:

The Alliance Public House
40-42 Mill Lane London NW6 1NR

Reasons for nomination and supporting evidence:**Background:**

In 2015 the pub was put on the market by a major brewer and it seemed that there was a high risk that it could be bought by a developer and converted into flats. The NDF organised a survey of customers and friends of the pub and submitted an application for an ACV. Based in the information provided then the ACV was granted on 9 March 2016 on the ground floor and basement.

Very shortly before the approval of the ACV the pub was sold by the brewer as a going concern to a developer. Subsequently a new lease for the ground floor and basement was arranged between the landlord of the pub and the new owners, and the pub remained open.

A planning application to convert the upper floors to flats was submitted in August 2016 and approved in December 2016. Construction was not started at this time. The whole building, with the pub still a going concern, was put on the market again in 2017, and eventually sold to a new freeholder at the end of 2017.

Additional/alternative planning applications were made to increase the number of flats, but still only the upper floors. Redevelopment started in 2018 based on the first application and finished in 2019. The pub remained open during most of the redevelopment. The upper floor flats are now occupied under individual long leases.

The redevelopment made some reparation and improvement to the exterior of the upper levels of the building which have improved the building's architectural value, and the streetscape in general.

The ACV was renewed in 2021.

Current position:

The demand for the provision of additional housing, particularly for social housing, within Camden and within the wards of Fortune Green and West Hampstead has remained high over the past few years. Applications for redevelopment of commercial property on Mill Lane into residential have continued, although Article 4 appears to have slightly reduced the number of applications, and caused a gratifying number of application rejections by Camden Planning.

However, there is still a risk that developers will try to convert high street commercial properties to residential. The previous ACVs on the Alliance have helped in the battle to preserve the Alliance and it is necessary to renew the

AVC now, especially as we understand there has been an un-notified/ unregistered change of ownership in 2025 while the previous ACV was in force. The Land Registry does not yet appear to show this change of ownership.

There was apparently a significant increase in rent shortly after the change of ownership which, combined with the closure of the pub by the leaseholder, multiplies the possibility of an application for change of use, and the need for an ACV.

In response to the expiry of the 2021 ACV, The Save the Alliance Group has undertaken an on-line survey of local people to get views on how they used and viewed the pub. The comments and opinions offered in the survey were very similar to those given in 2016 and 2021, albeit there were around 600 responses in 2016, 800 in 2015 and 2100 in 2026 and were a little more intense. There has been no substantial change in its value to the community; indeed, some say that it is more valuable than ever. See the AI summary of local opinion in paragraph 1 below.

The 2100 responses showed overwhelming majority of these were for the ACV, with three against and two don't know. Full details of the survey are in Additional Information

The conclusions and individual responses from the survey show that the need for and value of continuing to protect this asset of community value is as high as it was in the successful applications 2016 and 2021.

1.The Alliance is an asset of communal value and merits an ACV

Over 2100 local people have said so in the survey.

The final question in the survey asked for any further comments that might Camden to award the ACV. Those comments came to 40,000 words.

So, we asked AI Copilot (Microsoft's AI app) to give us "a 200 word summary approx. of what the writers feelings are about the closure of their local pub"
AI Copilot said:

"Writers feel overwhelmingly upset, anxious, and protective about the pub's possible closure. They describe The Alliance as far more than a business: it is a community hub, a safe and welcoming social space, and part of the identity and history of Mill Lane/West Hampstead. Many say it supports friendships, families, older residents, people living alone, parents with children, local groups, and those who need somewhere familiar and inclusive to meet.

A recurring feeling is grief at the thought of losing one of the last "proper" neighbourhood pubs nearby. Writers fear closure would weaken community life, increase isolation, reduce local character, and replace a shared public space with private housing. Some express anger at developers and concern

that the area is already losing too many independent, social, and historic places.

The tone is emotional and personal: people mention decades of memories, family events, regular routines, safety, belonging, and attachment. Overall, the writers see closure as a major loss to social wellbeing, local heritage, and everyday community connection.”

Which seems a good summary.

We have also prepared a non AI analysis of the survey, but to get the full feeling of what the local community thinks, one should try to read some of the responses on page 16 in Additional information which show the love of the local people for the pub, how it is recognised as an Asset of Community Value and the anxiety that many respondents have at its potential loss.

Respondents say it 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 also support from local Residents’ Associations and local councillors (below para 6).

Its importance in the structure of the local community, derives from the diversity and the cohesiveness of its patrons. People assemble there, alone, in groups of friends and neighbours, colleagues in sport and other interests, in families old and young, and local parents meeting in the pub before and after picking up children at the local school (West Hampstead Primary).

Local organisations such as residents’ associations, choirs, book clubs, a hockey team and an informal new mothers’ group use the pub for meetings and socials. A full list of 50 organisations and businesses that make use of its facilities has been prepared, see Additional Information page 12

The Alliance helps to bring the community together by hosting community events including a very popular weekly quiz night, occasional music evenings, and organises wedding, christening, birthday and 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, soccer and rugby, Wimbledon. See Additional Information page 12

People have said that having an active pub like the Alliance at the west end of Mill Lane makes the area seem safer, especially after dark. The pub itself is also seen as safe place for women. See Additional Information page 8

2. It is a unique asset.

It is unique by being the only pub in the area, the nearest other being 0.7km away on West End Lane and which is a high street bar 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. See map on page 5 of the Additional Information

It is also unique in its style as it seeks to serve all generations and welcomes families, and remain a traditional but homely pub, in contrast to the steady shift of others in the wider area to youth-serving bars. This one of the stronger points made by those who responded to the survey. It provides a pub where specific demographic groups can go avoiding the "city centre" type of pubs and bars that exist on West End Lane. It is the only pub where two demographics, young families and older people, can go to find a relaxed and quieter atmosphere unavailable in bars. There is more on this topic in Additional Information pages 12 and 6.

There are many expressions of distress at the potential loss of this unique asset, adequately summarised by AI, above, but proven by a short perusal of Question 13 page 16 in Additional Information.

3. An ACV is not generally awarded on economic issues, but there are many views that the loss of the Alliance would accelerate a decline in the commercial viability of Mill Lane as a whole and that this would certainly have a substantial impact on the local community, not least difficulty in buying essentials locally.

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 (see page 23 Additional Information)

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 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 easily lead to the decline and extinction of the commercial centre. (See also NDP policy 12: Business, Commercial and Employment Premises and Sites; page 21 in additional information). Should the commercial centre collapse it would reduce the ability for many people to survive comfortably, particularly those who would have to use public transport for small local purchases and services.

It is important that Mill Lane does not become just another residential street. Two residents say: "If everything turns to residential stock, neighbourhoods lose the very thing that makes people want to live there". "The pub is an integral part of the local community, and greatly helps to maintain the "high

Street" of Mill Lane, ensuring that there is a community of shops/cafes/services etc and a steady flow of local people passing up and down Mill Lane".

The impact of Covid increased the number of local people working from home, with visible increases in the number of people relying on local shops and services during the day. More people being out on Mill Lane during the day has increased the community spirit. It is probable that many will continue to work from home in the future and will need a local centre for food and meals

If the increase in home working is maintained, which seems likely, there might be a renaissance of small local commercial areas such as Mill Lane, but only if the existing commercial premises stay commercial. Conversion to residential is strictly a one-way street.

4. It is a significant architectural asset in the streetscape.

It is a four storey Victorian brick building with basement below. Its architecture is attractive, and the previous freeholder repaired damage and replaced some of the original detailing on the street façade as part of his redevelopment. Its design is in line with the larger late Victorian buildings that border the main streets in the area.

The current ground floor frontage is totally unsuitable for residential use and adaptation would destroy the building's significance in the streetscape. The one or two conversions to residential that have been permitted in Mill Lane in the past 15 years show the appalling outcome. (viz.142 Mill Lane, see right)



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 development underway. Within the intensification area and across the two wards there has been other residential development which is leading to growing pressure on all local social amenities and infrastructure assets. The development of the O2 car park, and other developments on Finchley Road, when combined with the many current and planned small new-builds, extensions, and conversions to multiple occupation in the area, will lead to greater population density, so that local community facilities like the Alliance are even more essential. If there are no local facilities like the Alliance available, there will clearly be damage to the cohesiveness of the local community. We note there was no recognition of the need for a pub in the O2 application. The loss of non-residential properties to residential is irreversible, full stop.

6. Further information

Support from Local Councillors

The following local Councillors have supported the application for the ACV.

Councillor William Coles	Fortune Green Ward
Councillor Nancy Jirira*	Fortune Green Ward
Councillor Farrell Monk	Fortune Green Ward
Councillor Janet Grauberg	West Hampstead Ward
Councillor Patrick Stillman	West Hampstead Ward
Councillor Aarti Wadhwani	West Hampstead Ward
Councillor Lorna Jane Russell*	Highgate Ward (former Fortune Green Councillor 2014-2022)

Support from Local Residents Associations and other organisations

Those marked * made comments, available in Additional Information page 3

West Hampstead Amenity and Transport WHAT*
Gondar and Agamemnon RA GARA *
Pandora Road Whatsapp
Menelik Area Residents Association MARA
Friends of Fortune Green*
CAMRA North London Branch.*
Sarre Road Google-group
West Hampstead and Fortune Green Neighbourhood Development Forum

Other local support

Over 2100 responders to our survey (less 5 who responded No or Don't know)
Around 50 Mill Lane commercial units were visited. Verbal responses were all, bar one, in support of the ACV in that they felt the loss of the Alliance would be a threat to all other traders in Mill Lane.

Results of the Survey are shown in Additional Information
www.savethealliance.org.uk/2026additional-information.pdf

This application can be seen on-line at
www.savethealliance.org.uk/2026ACVapplication.pdf

An anonymised full list of all comments on the survey can be seen at
www.savethealliance.org.uk/2026ACVcomments.pdf

Name and address of the Freeholder owner (if known):

Believed to be Mittal Properties,
45 Boundaries Road SW12 8EU

+44 208 673 6019 Mittalproperties47@gmail.com

The current Leaseholder is a small local pub company, Loci Pubs Ltd
C/O Simmons Gainsford, 14th Floor, 33 Cavendish Square, London, United
Kingdom, W1G 0PW 020 7447 9000

Or : Loci Pubs Ltd, suite 19 Maple Court, Grove park Industrial estate,
Waltham Road, White Waltham, Maidenhead SL6 3LW

Your contact details:

Name: Nick Jackson

Address: 42 Sarre Road, London, NW6 3SL

Telephone number(s): 07880 784 730

E-mail: ndpwesthampstead@gmail.com

Position in or relationship to the nominating group: Director (and Co-chair of
the Fortune Green and West Hampstead NDF)

Next steps

- Please return this form and any supporting documents preferably by e-mail to communityrighttobid@camden.gov.uk or by post to Planning Policy, 2nd Floor, London Borough of Camden, 5PS, c/o Camden Town Hall, Judd Street, London WC1H 9JE. You should receive an acknowledgement within a few days.
- The Council will contact you if we have any questions about the nomination.
- The Council is required to inform the freehold owner, the leasehold owner where relevant, and the current occupants of the nomination. They may provide information which the Council will take into account when making its decision.
- The Council must make a decision within 8 weeks of receipt and confirmation of the nomination. The Council will communicate its decision and the reasons by letter.