

Appendix 1 A list of all responses to question 13.



The list is sorted alphabetically by comment. It was unrealistic to attempt to sort by comment although on page 16 of Additional Information there is some analysis of all the comments. There are 906 responses, the comments on different topics are probably two or three times more than that. The word cloud is based on around 800 responses

Question 13. Many thanks for doing the survey. If you want to add more to sway Camden Council to award the ACV please feel free to say anything that merits the Alliance being protected. Feel free to empty your soul.

A community cannot just be serviced by salons and estate agents. We need our friendly community pubs and the alliance is exactly that. It provides an important place for us to meet and maintain friendships and circles of support. It's the only pub in the area with the unique atmosphere that serves a relaxed gathering and feels family friendly.

A family friendly pub here in this location is so key. There aren't any other pubs in this part of the neighbourhood, and even having one isn't enough. Please don't let it go away!

A fantastic pub with great food and drink options in this corner of West Hampstead, and connecting to Fortune Green and Kilburn

A friendly local for all ages

A local community space that is very much needed and to be supported in these difficult times where we should be doing everything possible to protect community, socialising and coming together.
Please help us protect our community assets.

A local lively and friendly spot which would be missed.

A real historical local pub part of the community which needs to be preserved

A staple of the community. The pub has history and life. Would be an utter shame to close it.

absolute hub for the community, we have no other close pubs here unless we go west end lane (kilburn / cricklewood an absolute no go zone these days - I want to enjoy spending my money, not be terrified of being robbed, attacked - or 'just' followed by persistent men who so not want to take no for an answer and get VERY upset when I'm not interested - it's insane how many sex pests there are these days)

Absolutely stunning, beautiful hub of socializing and meeting people. An absolute essential to have in the neighborhood. Makes life worth living! Socializing and having a third space like this is so incredibly important. Other pubs around can't rival the atmosphere.

ACVs are essential societal structures

After living opposite the pub for nearly 20 years It is sad that when the World Cup is on we cannot hear the excitement of the pubs customers as they watch the match. The previous landlord/owner made a huge effort to make it a local and we all felt really welcome and part of the community - it would be great to have that atmosphere again but we appreciate the economic climate has changed and this is harder to maintain. I hope the pub can be maintained.
All our high streets are dying - the alliance pub is a wonderful Local pub - which offers a lovely environment to visit for a coffee drink or meal. It has a real community spirit - closing this down would be detrimental to Mill Lane and the residents! Please save our local pub!!
Alliance has been an amazing pub to me over the years and was the first place I went after lockdowns were lifted
Alliance in true sense is local pub that is catering to community while being a business. Closing it down would just break the heart of locals. They do mum and baby quiz, pub quiz, sports screenings, birthdays and community meetings. This will be lost... Of course we can find other venues and pubs, but it will not be my local pub.
Alliance is a local hub and a community for the families. We have there drinks at the end of year with the parents from the local school. We go for Sunday roasts with my family and it is so nice to feel part of a community and keep the local traditions.
Alliance is a strong part of the community that continues to bring people together in a friendly and relaxed atmosphere. Losing it would be a huge shame and a big loss to the community
Alliance is being a part of our lives for more than 10 years
Alliance is part of the community we don't need more houses or other. We have already so many restaurants, shops closing down in west hampstead.
Alliance is the heart and soul of our community. It will break us all if it is gone.
Alliance is the place we spend our evenings both at n summers and also winters. They are doing great food and lovely atmosphere makes us feel less anxietic. We wish them to continue serving the community.
Alliance location and ambience is amazing. For many of us the bars in west Hampstead to busy and far, and bars in kilburn don't price right atmosphere. Please save
Alliance provided an ambient to get to know other families in West Hampstead when I first moved here as a single mother not knowing anyone. It is the family friendly pub in West Hampstead. It provides a place where young parents can socialize while with their kids. We, young families, need those safe spaces.
Although I now live a small distance from The Alliance, my son and his family live on Gondar Gardens. The pub plays an integral role in the life of the local community - and has done so for as long back as I can remember (visited first in about 1987 and knew it as a local landmark from about 1977). It would be an incredible loss to Mill Lane and the surrounding area.
Although similar venues exist on West End Lane, Kilburn High Road and Cricklewood Broadway, The Alliance fulfils the role of a community pub, being the only one within a short walking distance of many homes situated in the area between these main roads.
Amazing family pub
An internal part of life to West Hampstead/mill lane. its the local waterhole and without it there would be nowhere to go!
Any Good Council would Keep this pub
Apart from its utility as a pub, the building itself is attractive. New blocks of flats in London vary only in their ugliness.
Areas need character and charm, not another new build!
As a disabled person its accessible and welcoming which not all places are so its a big outlet for me which will be greatly missed
As a woman often walking on Mill Lane at night- its makes me feel safe. If something happens there are people there who will help.
As an older member of society who was nurtured in a pub culture I can think of nothing more important than a local meeting place which is not a religious institution. I go here either alone or with friends and relatives around five times a week, and value the venue as both an institution and a necessity.
As described, the alliance really being life outside busy west end lane. We love the relax and friendly ambiance and the warmness of people in the area . Really special

As I have worked there in the past you can see the many generations of families that have come and gone. The pub is more than a drinking hole it's a place to be heard, gossip and to solve the world's problems. Men don't normally talk about feelings however in a pub they do. Its therapy and an outlet. It's there meeting point with friends.
Based on the cookie cut soulless pubs that exist in the area - it would be a great shame when the Mill Lane high street is under such pressure to keep businesses profitable and the high street vibrant - to lose such an iconic place that is always well frequented as the Alliance. If this cannot survive with the support of locals - then nothing has a chance on the high street in Mill Lane
Beautiful building, great local, lovely place to walk into. Cherished asset to the community.
Beautiful longstanding, large welcoming pub for all ages with always friendly staff. Great food and one of the few local pubs offering good ale. We've been going for the whole time we've lived in West Hampstead, almost 20 years. One of our 2 favourite pubs here and is not a horrible chain. Massive shame if it goes.
Being going to the Alliance for over 50 years a proper pub
Best local pub in West Hampstead. Shocked to hear it is closing and we might lose it! Has seemed to be popular recently and does good food.
Best pub in NW6 by far!
Best pub in the area. Always welcoming with excellent food and ambiance.
Best pub in the world
Best Pub quiz around
Business there was picketing up markedly in recent months - particularly the Pub Quiz which was drawing regulars from far and wide. The Alliance has the ability to draw people of all ages from a wide area which is quite remarkable.
By closing down public spaces and replacing them with private ones (homes) we are taking away from the local services available to the people we are building new homes for. The people of Mill Lane only have 1 pub available to them without having to enter a different area such as West End Lane or Kilburn and if it's not doing well at the moment as a business it's more to do with the current owners as I've seen this pub packed out over the years
Camden, please do not let another pub close, please award the ACV as the Alliance Pub is definitely part of the community.
Closing Alliance is a disgrace. It's an insult to the community. This place is a beautiful space to gather, celebrate and simply enjoy ourselves
Closing the Alliance is nothing short of shameful.
Closing the pub would be a local tragedy and disgrace. This is a community hub and an absolute necessary part of the West Hampstead/Kilburn community. The staff are wonderful, the clientele are wonderful. Do not close this pub!
Community assets shouldn't be converted into new-build flats. Simple as.
Community pubs are an essential component of our lifestyle and wellbeing.
Curial 3rd space for a lot of local residents
Do not let this fine establishment become another block of airbnb apartments!
Do not let this stunning pub be turned into flats, that will end up going to people who have no interest in the local community or culture.
Don't shut it down it's our home!
Don't shut The Alliance! It's so much more than the pub - it's a gem in the community and should be appreciated.
Don't take away a local pub, pretend it's for social housing and then sell it off as luxury apartments
Don't turn it into flats 🙏
Don't kill the Alliance! It is a fantastic community hub and I absolutely depend on it
Due to ill health (pneumonia and car accident), I haven't been able to go to the Alliance as much as I used to but it used to be a regular place for me to see locals. I really don't want it to close!
Every time my family is visiting they ask to go there as they say it is a perfect British pub but with very good food. It wouldn't be the same without it

Everything else on Mill Lane is kinda rubbish - the theatre is always closed and the wine bar (mill lane) is always overpacked/ has really weird opening hours. There's nothing to do in the evening without having to walk into West Hampstead. The French Society is also just too expensive for casual drop-ins and is always fully booked.
Excellent management, great atmosphere and an anchor of Fortune Green for many years. I would be exceptionally sad to see this pub disappear!
Far far too many pubs and social clubs have closed. And councils just give planning permission for 20 floor soulless apartment blocks with no open space, trees, grass or amenity space, which will remain empty forever until demolished, to major developers - it is SO corrupt ! 🤬
Far too many parts of West Hampstead are being stripped away, we don't need the space redeveloped for housing with massive profit to those pushing for it. Leave our social life alone
Feel incredibly upset about losing the alliance. It's always the place I speak to local residents past and present about and is a real pride for locals. I used to attend the pub quiz every week which I've taken friends from all over London to. I also always make sure family visiting London go to the alliance. It's the only pub in West Hampstead that has retained a local feel and nice atmosphere.
I'm a big fan of Camden Council but it will be incredibly tragic for this to become flats, and an indictment of our local council if they let that happen.
Fortune Green's only pub. Neutral spaces allow neighbours to form bonds that encourage communities to thrive
Friend lives nearby and I popped in for a drink on the way and it was a great pub to have a drink in, really welcoming and safe
Great boozer!
Great community pub
Having lived in the area for almost twenty years, The Alliance is such an important part of the community. It's also the only pub that I feel is child friendly and it was such a nice overhaul when they modernised it.
Having lived on Cricklewood Lane for 7+ years, the Alliance has always been our go to pub for a decent food and drink. The staff are so friendly and the ambience is perfect. If this pub goes, you are pushing decent places to socialise even further away from locals. Why do we need another block of flats? There is a huge redevelopment going on in Brent Cross and Cricklewood. We need community, we need pubs and places to go, it brings people together.
Having moved to West Hampstead in September 2025, The Alliance has been a great asset for engaging with the wider community. It would be a great shame to see it go.
Having such a pub in the local Mill Lane community connects a quieter part of the neighbourhood. It also makes the neighbourhood feel more safe at night when there are people around and it feels lively in the community. It's a great way to get to know the local community and build trust.
Having The Alliance as a pub is so crucial to the local area. There is nothing else close by, with the nearest being on the main streets in West Hampstead, Kilburn and Cricklewood. It acts as a connection between the areas and provides a community space in an ever more fragmented local landscape.
Historic pub, as London is increasingly atomised and suburbanised protecting third spaces such as the Alliance is crucial to the health of the community. Over the years it has been an easy place to grow and maintain casual and serious friendships alike.
Honestly has been the best pub locally for years! Long may it live!!!
Hope the Council agrees to let the Pub stay!
Huge sentimental value. When my son was born it was incredibly important for me as it allowed me to socialize and have a nice meal. Without the Alliance my maternity leave would have been extremely lonely and isolating
I am excited to hear about the potential for more much needed housing in the area. The ideal outcome is surely a 6+1 style building with flats above and the ground floor reserved for commercial use, specifically a pub or restaurant. This addresses the awful housing crisis whilst continuing to provide a centre for the community.
It would also provide a building full of eager customers for the new commercial location.
Keeping the current set up is clearly not sustainable given the lack of customers and letting it continue to decline has no value to the community.

I am going to the Alliance every Friday night with my partner for our date night. It's the moment I'm waiting for the whole week. It's the place we go after the gym. It's the place we go to plan the menu of our week and order our groceries. We were also laughing about the fact we'd get married at The Alliance. The Alliance is much more than a pub.
I am not a local but I do come here every year. I'm autistic so being able to go back to familiar places is important to me. If I can't do that I tend to stay in my room. Every time I come here I manage to make friends (somehow!) so I'm getting to the point where I want to come back more frequently, and therefore a more regular visitor.
I believe it's a staple of Mill Lane and the only pub in the neighbourhood (unless you count West End Lane). Save the Alliance!!
I believe that The Alliance is an intrinsic part of the social infrastructure of this part of Mill Lane. If you were designing the ideal community you would have ... a school, a post office, shops to buy food, a pharmacy/medical facility and of course the community hub which is of course The Alliance. Losing The Alliance would be a major loss to the community just the same as losing the post office or the pharmacy. Please don't let it happen
I can't imagine life without the alliance. It is a huge part of our community and at the age of 82 the community keeps me alive.
I can't imagine West Hampstead without this pub. Everyone who has been there has had a great time. We always see local people and that shows how important it is to the area. The community will not be the same without it..
I come back to WH to visit this pub having lived above it for years!
I consider The Alliance a community asset
I do not use the Alliance as I live further away but I am aware of how much the pub means to people in the area.
I do think it is of community value - its a local pub that serves a purpose. Given the state of the world - that has value!
I don't like the current format of The Alliance as much as I did when Michael ran it. The makeover the current owners gave the pub is not to my taste, the choice of beers is limited, and the price of the food is expensive. But it is important to keep a pub in this area as a public space for people to meet and socialise. I have groups of friends that meet regularly who would be happy to give The Alliance another try.
I don't want the pub to go any where me and my late husband used to go there every week and we love it there
I feel it important to keep a pub in Mill Lane to provide a social hub for local people as well as an option for dining out. So many of the pubs that were in the area have become places that do not feel welcoming to all (and particularly women) such as Shisha bars. The Alliance seemed to be the last haven at this end of West Hampstead.
I feel that the Alliance is an important part of life on Mill Lane. It's good to keep people coming down this end of the street. It feels safer with more people around in the evenings. I had planned to eat there with my neighbours on Mill Lane but hadn't got around to it as yet! I was shocked to see it was suddenly closed. Please re-open!
I feel the alliance pub is a big part of the community and it would be sad to see it go. It's a place for me and my friends to socialise outside of the house and to meet new people. We would be devastated for it to turn into flats.
I felt terribly sad when I heard the news about alliance closing , I have been going there since 1989, it is a part of the West Hampstead heritage , there is never trouble and it is always welcoming what more can one ask for a locql
I grew up in the area, and have seen how important it is for my mum to have a lovely local place, we can meet up, without any fuss. It's been a great help when family comes and stays from overseas, we've had many happy times there. It would be terrible for the area to loose such a community hub.
I had my Engagement Party at the Alliance in 2019 and had a wonderful time, it holds a special place for my family. We visit regularly. The Alliance is a community asset and represents local people in the same way that a church, mosque, synagogue, temple or any other religious institution does. In a time where our society is under pressure to be divided by immutable arbitrary characteristics the Alliance offers a place for everyone to be, particularly those who do not have a place elsewhere locally to feel a community spirit. The Alliance should be protected as an ACV, <i>and</i> residential development of the site would significantly reduce social amenity for everyone in the area.
I have been going to The Alliance for more than 50 years. It must remain as a community facility.

I have been going to the Alliance since the age of 19 and I am now 59 and continue to enjoy it's friendly atmosphere and central location. Too many pubs have closed in the area, including The Prince of Wales in Fortune Green, please do not let this be another
I have been going to The Alliance with my growing family and friends for decades. I liked the live music - shanty band - that they used to have and Ive used it for birthday celebrations. It contributes to the life of the neighbourhood. If we close it theres a risk that Mill Lane - with the increasing closure of shops and bars - instead of being a thriving social hub - will become a ghost town.
I have been going to this pub since I moved to Mill lane when I was 18. It is a feature of the area and have enjoyed many good times there.
I have celebrated many of my birthdays and other meet-ups at the Alliance. It's a great home next to our home to have guests over when there is not enough space at home. The staff is very friendly. It's part of the community and losing it would be a great shame.
I have lived here all my life. I went to West Hampstead primary school (when it was still Beckford) and the alliance has always been part of the community. It is essential to that part of West Hampstead.when my brother and his wife and kids still lived here and our kids were younger we spent lots of time there and If it became flats I would be heartbroken.
I have lived in Gondar Gardens & Ravenshaw Street the Alliances is a credit to the community
I have lived in the West Hampstead area for 13 years, and throughout that time the Alliance has been my local pub. It has been far more than just somewhere to have a drink—it has been a place that has brought people together and played a central role in my life and in our community. From watching live sport in a welcoming and safe environment, to taking part in the weekly pub quiz, to simply catching up with friends after work, many of my happiest memories have been made there. It is one of those increasingly rare places where people of all ages and backgrounds come together, creating genuine connections and a real sense of belonging. Like the night we won £1100 in the quiz raffle!! Or the place where we brought together uni and work friends and family before heading to Wembley for the rugby World Cup in 2015. The Alliance is an important part of the neighbourhood's identity. Its friendly staff, great food, quality drinks, and warm atmosphere make it a place that people return to again and again. It supports local community life in a way that cannot easily be replaced. Losing the Alliance would mean losing far more than a pub—it would mean losing a valued community hub that has enriched the lives of so many local residents. I strongly urge you to do everything possible to help preserve this important part of West Hampstead.
I have lived in this area for 34 years and have always frequented the Alliance. I think it's a wonderful pub the look, the friendly staff, & of course the food. I knew Michele very well he was lovely and I wasn't sure the pub would remain as nice when he went but it has. There are no other pubs in this area for families with young children to get together, or for family occasions. It doesn't seem fair that pubs are being shut down on a regular basis it's part of our community. Please re-consider. There are enough flats being built please don't destroy The Alliance it's part of what makes Mill Lane and the surrounding area what it is .
I have lived in West Hampstead most of my life,my parents used to drink I. There ,I had my 40th and 50th birthday in there,my brother used to sing in there,it was a community pub and people used to come from all areas because it was a hub for everyone
I have lived on Mill Lane for 7 years. In that time many small businesses have come and gone, but the Alliance has been a constant. If the Alliance closes, Mill Lane will lose something of enormous value, irretrievably. This pub is so core to the life of this street - it's not really Mill Lane without the Alliance.
I have lived on Ravenshaw street for 31 years, since the day I was born and the alliance has always remained as a solid local safe place. It would be devastating for the community to see it go
I have seen the pub since I was introduced to the area. The ambience is always friendly and welcoming. Many independent on our street are closing and being replaced by chain which is loosing the identity which makes west hampstead and Mill Lane ehat it is. Loosing one more recognisable and iconic business will be devastating for the community and for West hampstead.
I have used the Alliance pub for the last 50 Years my parents used it and had a wide circle of friends all of the landlords over the years have been brilliant it would be very sad to see it go
I like the decor inside, and it is also very pleasant to sit outside , I have organised family gatherings in all seasons for birthdays and celebrations . They have always been greatly appreciated by all who attended. Both food and drink . Pub quizz quite fun.

I live 2 mins from the Alliance and it's always been a local pub for me. Would be a shame to see it shut down.
I live above the Alliance. It's integral part of the local community, with the sweetest employees and great vibes. Please SAVE THE ALLIANCE
I live directly opposite and even though I can hear people enjoying themselves, some people may complain, I like to hear it. They keep it to respectful hours and it brings a sense of vibrancy and community. There is never any trouble or issues, that is probably down to a good crowd. It is a local and i would be devastated for us to loose it. I also feel safer in my flat knowing that people are nearby. It is a wonderful areas and im grateful to live here but the alliance definitely plays a part to enabling that.
I live on the cusp of the Brent/Camden divide. My other pubs in Brent are nor sufficient.
I love being able to go to our local pub. I am single. If I had a partner I would go more often. When I do go alone or with friends and family I always feel welcome. I live very close by and I also taught in the area, so there is nearly always someone in there that I know. It makes me feel I belong to a community even when I just walk past and hear people having fun and enjoying themselves. It would be really disappointing if that no longer happened and it became just another private dwelling place. To my mind our local pub is an essential part of our community. It would be a tragedy to lose it!!
I love going to this pub with my mate it's friendly, welcoming and part of the community !!
I love that it is kid and pet friendly
I love The Alliance . I first started going there with my family when Mike owned it, having moved into the area in 2006. I worked there for 2 years under the new owners , and made some of my closest friends there . Even after leaving the pub and moving away , I return for the quiz every week , and often more times to see friends and regulars - to have it close would be such a shame for the community and endemic of a wider issue in hospitality , the loss of the 3rd space. to have it remain an ACV would only benefit our community
I met my partner in there
I moved to the area last August and loved that we had a local pub a few minutes walk away. We've been frequently and love sitting outside having drinks, playing card games etc. It's a really nice vibe and is an asset to Mill Lane as a place for the community to go and meet.
I moved to the neighborhood recently from the US and The Alliance quickly became my go to spot to meet friends, have a bite to eat, and relax. It's rare nowadays to have a third space apart from home and work but The Alliance is one of those places. Would be gutted if it closed its doors!
I never go to pub but my business is very close to the pub, and the footfall of the pub do help my business.
I recently moved house and specifically stayed local to Mill Lane for the Alliance, it's a staple part of the community, creating a wonderful hub for people who know each other and people who don't. Personally I live alone, in my late 30s and this is the only local place I feel fully comfortable going alone. My friends and family (who aren't local) are equally as sad that the pub is closing. It's such a staple of the area and it creates a safe and community minded hub which we need more of in life, not less
I sincerely believe that it is an integral part of the streetscape, the economy and the social structure of Mill Lane
I strongly believe the footfall generated by The Alliance is the best chance other merchants on Mill Lane have, for visitors to these shops, and/or at least an awareness of other availability of shopping/services in the neighborhood. There are already enough empty shop windows (and thus also less tax/rates income) on Mill Lane.
I strongly support keeping the Alliance open. I've used the pub for 40+ years. It's a key community hub where neighbours catch up friendships are maintained. I often meet up with people after bumping into each other locally. Bringing people together the Alliance is a regular bolt hole for meeting and staying connected. It helps reduce isolation and strengthen community ties. Once a place like this is lost. It cannot be replaced. It should be preserved for future generations.
I think it is the only social place on the street that allows for all sorts including dogs
I think it would be a real shame if our "local " were to shut down. Many of us would miss it dearly
I think it would be a SERIOUS loss to the community, particularly for those of us with some white hair!
I think it's a really important hub for the community and we have gone there as a family for a long time ever since I was little.
I think the Alliance is a wonderful, and vital, part of our community. We must do everything we can to keep it. It would be a very significant loss to the community if it were to go.

I think the swiftness of this move to suspicious. We fought hard to keep the alliance. It should remain. The business is doing well. This is greed.
I used to live in NW2 for a decade, just off Mill Lane, and when I lived there we used The Alliance at least a couple of times per week, it's a great spot and a real community hub. It's good for all ages, all occasions. I've lived in NW11 for a few years but I still frequent The Alliance. It should remain a pub - it's an asset to the local community.
I used to live on broomsleigh straight right next door and the Aliiance was the first pub in WH I VISITED AND A STAPLE. I loved it and all the staff has been soooooo friendly and welcoming over the years. Best pub staff in the area for sure. only placed i'd ever go for a sunday lunch and to take visitors.
I used to live opposite the Alliance and have many happy memories there, so holds a very special place in my heart.
I used to live very close to the pub and have continued to meet local friends there. It is an important asset to Mill lane and a place where it is easy for locals to meet friends and neighbours. It would be concerning to lose it.
I visit my daughter regularly and it's just the best place to enjoy a lovely meal with great food, attentive staff and a perfect ambience - whether sitting in or outside for a quick drink on the way home. It's unbelievable that closure is even being considered- it's always busy, the food is always good and staff lovely. Come on!
I was very sad to find out that the Alliance closed. I really hope that the council can protect and support this community space.
I work for a business on mill lane and would be such a shame to see the alliance close as it is my favourite place for an after work drink! The staff are so friendly and it is a fab location, and great for our customer to go for food or a drink after shopping with us
I would be devastated if The Alliance was to close down it is a real asset to the community.
I would be devastated if the pub closes it's local to my home, a safe place when walking home at night, a place filled with memories and a local community hub plus allows dogs and employs good people
I would be heartbroken if this pub didn't reopen. It is the heart of the neighbourhood. I met boyfriend 8 years ago there so it's a very special place for me. I would fully support any campaign to ensure this institutions survival.
I'd never been to the Alliance before I had a young family. With my firstborn it became the only pub we could easily reach and then we went basically weekly! Not so much now with 2 kids but it's still the only pub that's any good within the very wide locality, and we'd always choose it over anywhere else in the area.
I'm resubmitting because I didn't get the chance to fill out this final question about how important the Alliance pub is to our family and community. My family and I moved to this neighborhood 5 years ago. We didn't know anyone. The Alliance was just across the street and the offered free arts and crafts for my young children on Sundays so that we could have the space to meet and converse with other adults and parents in our community. We thought our move to West Hampstead would be temporary but after meeting our community through the Alliance and Emmanuel Primary school we've decided to make this or permanent home. I cannot imagine the Alliance being gone. We don't have another pub nearby that caters to young children so well. Not just family-friendly, but the Alliance has quite a large space to accommodate our parent and school meetups. Losing the Alliance pub will completely alter, detrimentally, the best social mechanism we have in this community.
I'm sick of pubs being closed for pointless expensive flats to be built. We need the Alliance. It's part of the community! It's the only pub in the area- we love it.
I've attended the pub quiz almost every week for over ten years. It's an irreplaceable part of the fabric of West Hampstead and it would be a terrible loss
I've lived in West Hampstead for 40 years and it is part of the community and a great safe space to socialise and to meet friends, to watch Sport and to have a Sunday roast. West Hampstead has changed a lot but don't let it lose a great institution in the area. Please save the pub!!
I've lived in WH 21 years. Population in our community has increased hugely and yet amenities are diminishing. This is blatant profiteering by the freeholder and must be blocked. If they can't turn a profit as a pub, stand aside.
I've lived on Mill Lane for over three years now and the Alliance is what makes this road home. It is so friendly and kind with a great atmosphere for all. It would be absolutely heartbreaking for this place to shut as is truly a pillar of the community.

I've only lived in the area a few months but it feels an important part of the community. The handful of times I have visited I have seen regular faces, and I have seen many of these people socialising with the employees. It feels important and is, to the older generation to be able to get out and socialise. It is also nice to have something on Mill Lane like a family pub, places seem to be closing on this high street which is a shame, I think this pub will keep the area alive.
I've worked at the Alliance for the last year and a half. It has been my main way of connecting with my local community. I am so grateful for all the lovely locals I have met and it is extremely difficult to imagine this place not existing. It is such a big centre of community, I have met so many people from so many backgrounds who all come together in this space. There is an increasing lack of social spaces where this is possible, and in a time of increasing social division, it was a huge privilege to be a part of a place like this.
Icon of the area
I'd urge the council to not act in such an embarrassing way and just retain the history and ambiance of West Hampstead. This pub has been open for years and it actually has decent residents and it clearly is a local spot to many people in the area. We don't need more flats.
If it's a block of flats that is needed, as a council act so that not so many homes are vacant instead of building new ones.
If the Alliance closes then we don't have a local pub anymore... and the ones on West End Lane are tragic so you won't catch me at any of them
If the building stop being a pub there will never again be a pub in the immediate area, this is a part of our community, what more left on Mill Lane? This is a part of our community and we are proud of this place and integrity
If the pub is a community asset my belief is it should stay that way not sold just for profit
If there's no Alliance, then West Hampstead becomes a bit of a dead zone for pubs. The venues on West End Lane aren't equivalent. And Kilburn High Road is different again. We just moved to the area and the Alliance had become a very happy regular spot. After work pints. Football matches. A place to bring people when they visit. The building is also far too beautiful to not be a pub. It's a genuine landmark. And we are feeling its loss already.
If this place closes we are losing the only family friendly pub in the area that you do not need to take a train to get to.
If this pub closed down, the whole of Mill Lane will be a lot less appealing, it's a genuinely solid pub as well
If you turn everything into flats- what's left for people to do in the community?
Important local pub
In a climate where community facilities are being eroded, it is essential that our local pub is maintained. 'The Queensbury' in Willesden Green has been demolished in order for more flats to be erected. Hence, 'The Alliance' is now our local pub within walking distance. We enjoy our regular visits there and it is clearly tangible the benefits for local people to have 'The Alliance' on Mill Lane. It would be a devastating loss for the community if this pub was not protected over and above for more corporate gain and greed!
In a world of crowded, busy soulless pub chains that do not cater to older consumers or families, the Alliance is a treasure. It actively appeals to all demographics, is welcoming, and a genuine community hub. We regularly go to the quiz night there. It is hard to find activities a family with older teenagers can do together, and this is the perfect opportunity. We see people we know, other families, younger couples, friends we recognise from local schools, friends old and new and we get to spend time together, chatting, drinking and laughing together while regularly failing to trouble the top three in the quiz. It would leave our lives much emptier if it were to close, and it is hard to imagine somewhere else ever filling its place.
In a world where people are pushed towards screens and a society that is deprived of social interactions, we need to protect public houses for this and the next generation.
In my view it closed as it was a little too pricey, but that does not mean that a slightly more affordable pub would not work well. It would be wise to retain the area lively to promote local businesses and avoid that all shops close down, while West End Lane gets further congested.
In our post code we recently lost our local pub - The Queensbury - to make way for flats. It has definitely had a detrimental effect on the area. The Alliance became my go to (although I would go previously). I felt safe at the Queensbury and I feel safe and welcome at the Alliance - it is too close to the old Queensbury to lose yet another local community pub.
In that area of West Hampstead there are no other pub and place to meet. It is a wonderful meeting place in that part of West Hampstead.

Independent neighbourhood pubs are vanishing and I find that incredibly sad for neighbourhoods as they can be a bit of a lifeline for people especially people who live alone and can go and hang out and be around people. Also, it's so nice to see the younger generation out and meeting other people in real life.
Integral Part of our community would be a massive loss
It brings life to our neighborhood! The crowd is always respectful so it's more than welcome!
It brings people together and sense of community - the West Hampstead run club is a regular there and we arrange a lot of events there
It can be one of the cornerstones in our community
It contributes to the social cohesion of the area and, architecturally, it form a harmonious part of the streetscape.
It creates a lovely atmosphere on the street and is integral to the community and well being of the area
It does a fantastic local place to go and meet friends and also great space for local mums to meet up with their children. Attending a local pub is a wonderful way to meet me Neighbours and gives such a strong community feel to the local area. In a strong diverse city like London, it can be lonely but having these local pubs allows you to feel more like a community. It would be such a shame to lose such a staple of the area
It has a really nice mix of people, no segments dominating, which is quite rare compared to west end lane. And all very well behaved patrons.
It has always been a comfortable, friendly safe space- away from the crowds of West End Lane and Kilburn High Road. An important part of the community
It has been my go to pub for more than 16 years. It would be an absolute shame to see it gone for good
It has been such an integral part of our children's life in West Hampstead - my daughter was first there at 8 days old and now we go for all birthdays etc; it is the go-to for local parents after school events; a very personal thing for us is that our son has severe food allergies and having a place locally where they know him has made him feel much better about eating out
It has character and has been part of my life since student days. It is an important part of the area.
It has to stay as a community pub and hub!
It is a beautifully friendly pub,with delicious food and an ambience that is inviting and homely. It's not rowdy, but rather peaceful and cheery which sets it apart from other pubs in the area. My household enjoy going to the pub once or twice a week to unwind amongst the locals. We do not want to see it closed! This would be a very sad day indeed.
It is a friendly and safe place to socialise
It is a great asset in the community and we would love for the building to remain what it is today, a place to gather with friends and family
It is a local community that welcomes all not just the gentrified local population. It is the only place on Mill Lane that seems to attract customers who are multi-generational. It has the space and facilities that caters for and accommodates all ages - genuinely. It is a great community asset that should be retained.
It is a local pub and no further similar venues exist within the Kilburn, West Hampstead Cricklewood triangle....only in the hubs thensleves
It is a lovely, lively pub with nice seating and events. Closer than other pubs.
It is a real community pub, it brings life to a part of west Hampstead, linked together with a community centre and a school and creates a true centre of community. Without this, there isn't a place where people can really meet and socialise freely - so it changes the nature of this well populated part of west Hampstead. It would be a true loss to see it close
It is a really great pub that adds a lot of life to the area
It is a touch point for the community and Micheal is always there.. a familiar face who has been a massive support over many years.
It is a trade mark for mill lane would not feel the same without it I have lived here all my life and would not feel it would be the same
It is a very special place in the street and only of its kind.
It is a vital asset to the community
It is an asset to West Hampstead which has few proper pubs

It is an important place to my friends and neighbours. A place to gather, to chat, to connect. I live in a local mansion block, this year, we held a get together for neighbours as one of our families travelled back from Australia to see everyone. We took celebratory photos outside the Alliance, it holds a very special place for our community.
It is an integral part of the community and would be a great loss if it were to go
It is essential to the local community that this pub stays.
It is friendly and adds to the community. It would be terrible of it were to close
It is important to keep places open where local people can meet socially and feel less isolated.
It is more than a pub. We meet friends there, have dinner. It helped us to be included in the neighbourhood when we moved to West Hampstead 7 years ago.
It is one of the few places I feel happy going to in my wheelchair as it spacious and relaxed. There are so few places with ample room to manoeuvre.
It is one of the few remaining places where you can meet friends and socialise in a clean and well run environment. It's got a diverse clientele and should be kept for us all instead of being sold off for massive profit to financiers who have no local interest.
It is one of the only pubs locally that is family friendly and has a community feel. We have been going to The Alliance for over 12 years since first moving to West Hampstead and had always been a welcoming place as a young couple and now with a young family. It has enabled us to still socialise with young children. We have also used it as a place to meet with other parents and to take family to when they come to visit.
It is our only local pub and has a friendly, community feel. Closest pubs otherwise are Cricklewood, Kilburn, West Hampstead so a lot further and not as suitable for taking children.
It is part of our community. It is a gathering place for all residents, a safe and welcoming space. It is our go to for social occasions, one of the very few in our area.
It is part of the character of neighborhood, Mill lane isn't only about traffic and shops, it needs its cafes, restaurants, pubs, places where social life happen. We're already in a very residential area, converting a pub in flats makes absolutely no sense!
It is part of the community and the staff are amazing
It is really a staple of the community. This is a spot that is highly loved by all. The community really suffers without this space. Several times I have had interactions with other members of the community who are as disappointed as I am. There is no point making further accommodation in a community where social spaces are being removed, thereby affecting the quality of life of the residents.
It is so sad that such a lovely pub has closed down. There is nothing like it anywhere near it and it adds a lovely meeting point for friends and family in an area of West Hampstead where there are lots of houses and no other pubs / meeting points for the evening.
It is so sad that this lovely pub is being closed down. There is nothing like it close by and it is such a shame as we really enjoy going with our family and friends.
it is such a nice place and needed for community
It is the last community, non-high street pub in the area and is part of our community landscape
It is the most family friendly pub in the area. More community than the other pubs on west end lane
It is the nearest pub to us that is worth going to
It is the only 'chilled' pub around that doesn't just feel like a bar, which serves as a true 'third space'. Suitable for gatherings and relaxing outside the house. We would have gone more if the food were a bit better and perhaps if it were a bit more cosy in winter. Nevertheless, we would be really sad to see the alliance go.
It is the only decent pub within my walking distance
It is the only decent, traditional pub in the area.
It is the only family friendly pub in the area
It is the only local pub that I can easily walk to.
It is the only pub in the area and so so loved by locals. It is a community institution, and I would be devastated if it gets closed down. Please don't close the only pub which is suitable for families to go to in the area!
It is the only pub nearby and easily reachable. My family members live around the same area and we often meet there, plus it is a great place I use to meet up with others in the community. Without it, I could see myself becoming isolated as I get older.

It is the only pub on Mill Lane and sustains a wide community. It is a pleasure to go there and to see people gathered there when I pass. It feels like part of the heritage of the area. I dread to think what would replace it if it was closed. West Hampstead has suffered enough from greedy developers taking over traditional properties and turning them into expensive flats that no one can afford.
It is the only pub still suitable for older local people; the others (on West End Lane) are generally very crowded and noisy and are aimed at a much younger demographic.
It is the only real pub in West Hampstead and part of the community
It is unique and it must stay.
IT is vital to have a pub in the area of Mill Lane. There is no other pub near by. It will be a huge loss to the area.
It keeps the community together, it keeps crime low as somewhere for people to go. It is also an asset to London
It means a lot to have the alliance as our local pub. It is a focal point to meet friends and brings a strong sense of community to this area.
It really should be granted an ACV as it is an integral part of the community. The whole area is lacking this sort of facility. I have attended many events and it also good if you are going to the West Hampstead Art Centre two doors away for an event. Seeing this pub go would be a real loss to the area.
It was one of the reasons we bought our flat! It holds a special place in our heart as we go every week, I really love going. The staff are awesome, the food historically has been superb and it's been a cool place to make friends and chat with locals (something that tends not to happen across London). It really has a different vibe to most pubs
It was special, friendly and great at lunchtime to take the kids. We mums could talk whilst they were in the play area. Loved the eggs Benedict. A real asset to the community in West Hampstead.
It was where my children got their first legal drink. I have been going for 30 years - we lived 2 doors down
It will be devastating to see an amazing place shut down
It works for much wider age range than many other pubs. I can feel comfortable on my own and enjoy talking to whoever might be there, as well as with friends and family. It suits everyone.
It would be a disaster to shut the Alliance. It's one of the loveliest pubs around and too many of them are closing, which is leaving communities without vital social spaces. Let's keep it open at all costs!!
It would be a fundamental loss to the community.
It would be a huge loss of the Alliance; we have had marriages, funerals and christenings there; and feel it as so much of our local landscape and so desolating to contemplate its closure
It would be a huge shame to leave this place on our doorstep. It is very much our local
It would be a real shame to lose this pub. I have been going there for years for all sorts of social occasions. From stopping for a pint on the way home with my Christmas tree over the festive period, to taking my elderly dad for a nice dinner and going there for a pub lunch with my newborn. It's nice to recognise the staff and some of the regulars there and losing the pub would be a big loss for the local community. On multiple occasions I have been walking home and seen people I know in there and stopped for a drink.
It would be a shame to lose a local pub enjoyed by so many in the community
It would be horrible to see The Alliance go, its an integral part of the Mill Lane community.
It would be such a great loss to the area if the pub were to close. There are no alternative venues within close proximity.
It would be such a shame for The Alliance to no longer be part of the Mill Lane family. When my grandchildren were young we would often go in for lunch. They could play in the children's area while waiting for lunch was being prepared. The alliance has always been a welcoming place for all.
It would be such a shame to close it's such a lovely place, as a woman in my 20s I feel very safe going for a solo drink there and love sitting outside on my own when the weather is nice. That's not always possible at a lot of places!
It would completely destroy the soul of millions lane if the alliance went, it's 100% an integral part of the local area, more flats are not needed, more social spaces are!
It's a community hub this end of West Hampstead

It's a fantastic community pub that brings people together, brings life to that end of Mill Lane and we really really don't need more useless flats.
It's a good place for a small group meet up, convivial lunch or quiet catch up with friend. spacious and no other facility locally that offers this
It's a great local asset. The atmosphere is gentle and welcoming. Perfect venue for when my daughter visits me with her baby because it's lovely during the day for lunch as well as for meeting up with friends for drinks and dinner in the evening. Good food and not too noisy
It's a great local resource
It's a great pub and a real part of the community. There is no real alternative nearby, and letting it go will only hasten the demise of Mill Lane. I strongly believe we should do what we can to save it.
It's a great pub. Although there are other pubs in West Hampstead, most are more akin to bars. It would be a huge shame to lose one of these more old school neighbourhood ousbs
It's a hub for the community, there are enough flats round the area and this is pure GREED from the landlord.
It's a life line for people in the area .It's a good pub good food and easy to meet locals
It's a local asset in our area and really great good quality local pub. Should be considered as local heritage
It's a lovely, welcoming space and importantly gets me and others walking up from West End Lane past the shops and cafes of Mill Lane where I often stop to shop. I also see the new shop fronts, eg I recently booked at a local beauty salon I would not have known about if I hadn't walked past on my way to the pub. The location means it's a less student-alternative to the pubs on West End Lane which cater to younger people than me.
It's a nice pub.
It's a part of our community and asset that we need to keep
It's a place with memories, great food and energy. People come together or alone and everyone feels equally at home. That is a special virtue in any space of true hospitality.
It's a question of cost — as to whether Camden can use it or West Hampstead school could
It's a really nice family-friendly space to bring the community together. I have very fond memories of this place from attending friend's baby showers, first birthdays, meet and greet with other new mothers, and it would be such a shame removing this from the community and replacing it with more residential flats.
It's a really nice old style pub. Last time I went, the food was very good and the staff friendly. Good for people who want to take their dogs too.
It's a true neighbourhood pub. We love going there. It would be a loss of an important place to socialise for the community if it closes.
It's a very special place that has been used by my family friends and colleagues for many years. It's completely different to other pubs in West Hampstead and would be a huge loss to the community if it was to close.
It's a warm and friendly place and often a place where older folks go to socialise and feel included in their community. It's loss would be tragic for many people who rely on it for their mental health as well as those who just enjoy connecting with their friends. It is not a loud and raucous pub, but a dignified place that sits well in its surroundings. It's value to us locals is enormous.
It's a wonderful, down-to-earth, clean place that supports community cohesion.
It's also accessible and there are barely any accessible pubs in London- as a disability advocate it's the only local place I can take my friends/ community.
It's an iconic local on mill lane. Mill lane would lose its appeal
It's an integral part of the community having a place to meet people in the evenings
It's been an integral place on mill lane it should stay as a meeting hub
It's been my local pub since I was allowed in for a beer over 40 years ago. If it closes lots of people would be very sad!!
It's been part of the community for so long that it would be a shame to lose this space.
It's critical to maintaining local communities to preserve pubs like the Alliance. Families are being forced to leave London due to the decline in community spaces. We have far too many estate agents, vape shops and boarded up retail premises in West Hampstead. We do not need more luxury flats. We need hubs for young families to meet up and connect. The Alliance can continue to offer that in this area.

It's easy to forget that Mill Lane is the high street and hub for a whole swathe of people living nearby. Not only has it been an important place for me to socialise and feel at home, it's also hosted significant events in my life including my friend's memorial and charity events I organised (which the pub did not charge me for). Losing it would feel like losing a piece of NW6's soul.
It's important to have venues where people feel welcomed and can meet in the community. There is nothing similar at this side of West Hampstead (or the borough), so this serves a unique purpose
It's just always been there so feels like home .
It's like an oasis in a very residential area. A quiet local spot, but vibey at the same time, it just gives me comfort to know it's there. Have been going there for 13 years so would be shocking and heartbreaking to see it go.
It's local, it's for locals - we need it!
It's next to the local school and a lovely place to catch up with the other parents
It's nice to walk by and there being people enjoying themselves outside
It's one of the few spots around the area that feels homely, local, and not a rowdy bar. There's really no other pub in the neighbourhood that is an option for a quieter drink, as other spots around West Hampstead have a more bar/club atmosphere in evenings. Please protect it!
It's our street's pub. A hub for me to go and have a drink with my neighbours, play cards, do the pub quiz and have a quiet pint
It's part of our community
It's part of the community and would be a shame to lose the character of mill lane
It's part of the history of the area. Don't close it
It's so crucial to have local pubs, these need to be protected and prioritised in the interest of residents.
It's so depressing that we're losing more and more of our third spaces. Of the pubs that remain open, few are nice in the same way as the Alliance: many are pretentious, others are rough; also so many other pubs are just not appropriate environments to take children regularly so they can learn how to exist in public whilst learning to be considerate of others. I'm not a resident of Camden so don't know if the council will even care what a regular visitor to the borough thinks, but I've always done a good amount of my socialising in the borough, and there have been so many changes for the worse wrt social spaces in Camden in the last 25 years. Losing the Alliance is another change for the worse, and more cement that Camden just isn't for ordinary families any more (and unlike e.g. Kensington, Camden did actually used to be for normal people!). The property's owners can surely just buy another building and turn it in to flats (or maybe even actually build something! there's a radical idea) but it's just rotten of them to remove yet another pub so they can extract benefit from London's ridiculously overheated housing market. This is a sad situation that's frankly downstream of decades of poor stewardship of the country, and every sad situation like this impinges upon normal people's quality of life. At some point we will all just end up leaving, because life is just endless running to stand still and our few nice things get removed by companies that have no interest in the things that make an area good to live in.
It's such a beautiful and lovely pub, and so much part of the neighbourhood, that it's unimaginable to think of Mill Lane without it.
It's such a community hub, it makes this street so homely and neighbourly.
It's such a great spot that's off the main high street. Would be such a shame to lose it.
It's such a safe space to go and it would be awful to close down
It's such a shame that the alliance should be threatened with closure- it's an integral part of the West Hampstead primary school community it's such a welcoming place for young and old there aren't many welcoming inter generational spaces in our area left. I have made so many friends at this pub it would really be a huge detriment to the whole community if it were to close.
It's such an important place to meet and share time with friends and feel part of the community.
It's suffered too much, the costs of running a decent kitchen (which it had before it was forced to turn to low cost pizza only) is hard for a pub, it needs support from everyone, I sometimes go a couple of times a week, and sometimes every couple of weeks, and we always take friends who visit there. It's an asset to the community.
It's the best thing about mill lane. A hub for community that separates this area from the mundanity and anonymity of west end lane

It's the first place that I went to in London, and was the first step in understanding community led institutions, the very fabric of London as I came to understand.
It's the only local pub in this area, it should stay to allow the community to gather, the food and the drinks are great, it is part of the local community life, please save it for what it is!!
It's the only nice pub near Cricklewood without going all the way to West Hampstead or Queens Park
It's the only pub I can get to with my limited mobility & it helps me to integrate with the local community.
It's the only pub I like going to in the local area, my favourite place to visit for a drink whatever the weather and love the food there too. I'd be so disappointed to lose this gem from the local area.
It's the only pub in the area which is family friendly. The others are more like bars. You'll often see parents with their kids socialising.
It's the only pub on Mill lane which is a important high street connecting Kilburn and west hampstead
It's the only pub within walking distance and close. London and Britain and known for their neighbourhood pubs. The hospitality industry has suffered enough. We don't need any more flats in the area.
It's tough right now to make pubs commercially viable. I get that and I have sympathy for leaseholders and landlords too. But things will improve (they always do), but if we allow these vital nuggets of local culture to go, they will never be replaced and the area will be the poorer for it.
It's very much a local pub with the advantage of serving really good food plus the ambience is very buzzy
It's a beautiful hub of locals and tourists that really adds to the community. We need to protect these places as a cornerstone of London's identity and charm!
It's a community hub for the locals of the area, aswell as those as out. It's provided a lot of care and highlights to regulars as well as those hosting their own events. Whatever you may see this establishment for what it is, it is probably rare to find a pub that can still fill a crowd, yet see each other as a friend they haven't seen in ages. It's bring unity to the community!
It's a fabulous pub which offers a much quieter neighbourhood experience than the various pubs and bars on West End Lane, which are focussed on a younger crowd.
It's a fantastic, friendly pub and a vital part of the community.
It's a good community pub and needs stay open
It's a great local pub to have on our doorstep. It will be a huge loss to the area. When my family visit we always head down for a couple of drinks. It has a nice atmosphere and I've always enjoyed my evenings in there. Please try and keep it open if you can.
It's a great pub! The only pub on Mill Lane.
It's a nice meeting place for different ages and backgrounds, which is what community should be. It has a chilled atmosphere that you don't find in other local pubs. And there are no other pubs in that vicinity.
It's a particularly nice pub, and would be a huge loss to the community if it closes
It's a place for locals to go it's a lovely family pub with great food and great atmosphere, would've such a shame to get rid of the alliance im 39 and have lived in West Hampstead all my life and it's been here as long as I can remember.
It's a place where locals gather and socialise
It's a rare case of a pub that truly represents a community. It's not a place people go to just get wasted, but rather a real public meeting place which London is quickly losing its supply of
It's a real local pub with a mix of generations. Friendly and not too noisy so you can hear each other
Its a wonderful wonderful space and I feel very connected to this pub- we recently had a baby and we use this place regularly to come with our baby as its so warm and welcoming. We feel very connected to it. Please keep it alive!!
It's actually local, people grow in their careers and inventiveness there, it's important and lovely
It's an absolute landmark in west Hampstead
It's been a part of our community for so many years please let it remain
It's definitely a community asset

It's important to have a local place for people to actually build community in the area. West Hampstead is definitely falling into being a "place to be" not a place to actually live. I've made many local friends at the alliance and it'll be difficult to get that same community vibe without your local pub. What am I going to do? Hang round the dessert shop or the barbers?? Please consider the importance of a what was essentially town hall of the locals
It's more than just a pub- it's a community service.
It's not another chain!
It's not only a lovely local pub, it's also pretty much the only one in the vicinity. It is truly part of the community.
It's one of the only historic pubs in the West Hampstead area. It is miles better than the sports pubs on West End Lane, and this will leave a big hole in the West Hampstead community.
It's our local pub, and we should support local amenities like that.
Its our only local pub, and the building is beautiful as it is, please if those are anything but a pub, with so many other businesses in Mill Lane, it would be a waste of space
It's part of the Community & gives us all a connection
It's places like the Alliance that make Camden the varied and wonderful area that it is to live in
Its position on a secondary road such as Mill Lane is valuable to a neighbourhood having some life, alongside other small businesses in the area.
It's really an integral feature of the neighborhood. And the food and ambience are great
It's simply an integral part of the local community
It's such a lovely pub. Please don't let it become flats
It's such an important part of our community to enjoy a place where we can come together. It's a safe place to be and always so nice to walk into - to hear conversation snippets and laughter. Whether you're someone who goes alone or in small or large groups its a place to feel welcome. Please help us to keep this hugely important community space. Please!
It's the best pub for young families in the area. It must be protected!!
It's the heart of our local community along with our community centre
It's the nicest pub in the area, especially with so many others closing.
It's the only one in the local area. It's a friendly atmosphere. You know what you're going to get
It's the only original pub left in Fortune Green from It's 1860s development, and hosts meetings and local events.
It's the only pub in our area and it must be protected
Its the only pub in the area
It's the only pub in the area that's off the main street, I think it's crucial to keep it going as a pub. Other pubs in the area aren't as truly locals. It would be hard to have meetings/socials/ book clubs etc in the other pubs in the area.
It's the only pub in the neighbourhood, and quite a nice one. The nice atmosphere and the presence of local people are making a difference in the vibe of the street. The road didn't look or feel as safe at night, for the short period the pub was closed upon changing management.
It's the only pub on mill lane, it is an understatement that it has to stay. And it is so much more suitable for families than the west end lane ones. Please keep it
It's the only pub/place in the area that still feels like a nice local place to visit. Everywhere on the high street is now a sports bar or an over advertised "destination". I think it speaks volumes that the alliance has always been packed with young families and people playing board games.
It's the only real pub in the vast space between the centre of West Hampstead and pubs on the A5.
I've been going to The Alliance for more than 25 years since I lived up the road from it, it's a crucial part of the community
I've been going to the Alliance my whole life (taken as child), it simply can't shut down! If it does, there will be no more pubs in the area! Its also considered a local pub for much of Willesden Green due to their pubs having closed as well.
I've been using the Alliance for 30 years as it provides an excellent place to meet friends and socialise. It has a real local ambience and there is always people in there who you recognise. It has been part of the local community for a long time and it's closure would be a great loss to West Hampstead and even more to Mill Lane which would lose its heart.if the Alliance were to close.

I've been using this pub for 33 years, along with many mates both young and old. Losing the Alliance would be devastating for the whole neighbourhood!!!!
I've got lovely friends who live across the road from the Alliance who are very community minded. They organise many musical events. I have performed with these wonderful friends there. It holds great memories. Please let's keep it!
I've just moved into the area in the last month and have already visited the pub. It seems like a lovely, warm place and it would be a real shame to lose it before we've had a chance to enjoy it! The community is very warm and I wanted to be able to get involved and see people at the local pub. It also supports people's wellbeing, mental health, fights loneliness, and contributes to the local West Hampstead economy.
Just a brilliant place to sit, eat, chat and booze. I have been going since I was born and hope to go on my deathbed.
Just to say, i've lived in the area since I was a child. Though never a huge fan, I remember it's brief awful stint as a Slug and Lettuce, watching England Brazil there in 2002 at some ridiculous time in the morning and held my Dad's wake there a few years ago as it was a haunt of his. Having come to know more people in the area recently and probably thanks to getting older, I've come to use it more frequently as its actually local - the next options would be a sports pub or a Wetherspoons, neither of which, clearly, have felt the same.
Keep it a pub !!
Keep this pub open!
Landlords & estate agents are destroying this area & Camden is allowing it. Greedy estate agents & landlords are raising rents for example all along W End Lane leading to closure oof many independent stores & eateries The Alliance is a local resource that is unique & some distance from other pubs
Lived@ Fordwych Road for some 17 years, pubs like The Alliance is a community centrepont, it was a friendly place and had good food. Shame I don't live in the area anymore.
Living on Hillfield Road this is a wonderful community asset, great history
Local pubs help to bring people together, to foster a sense of community and to facilitate new friendships.
Local pubs need to be protected. They are a valuable part of the community and we keep losing them
London is losing its 3rd spaces, these spaces are what keep us healthy. We need places we can socialise outside of screens. The alliance is a perfect 3rd space: casual, local and open in the evening.
Long live the alliance!
Losing The Alliance is like losing the heartbeat to the neighbourhood. Such a sad and impactful loss to the community, with nothing comparable even remotely nearby.
Losing the last pub in the area to housing development will rip the heart out of the area. It is essential that we retain this asset for the community
Losing yet another local pub would be a further blow to community cohesion.
love having a local near where I live that serves the community
Love it
Love the Alliance! a bit expensive for my sake but really love having a welcoming pub down the road. it's really part of the local feel of Mill Lane and part of what makes it such a friendly place to live
Love the Quiz
Love their beer options, the the staff's friendliness, the space layout, that it's close to a good friend's house, pls don't close!
Love this pub. Really hope it can be saved.
Loved it in there. Had a big community feel and it would be a massive shame to lose it
Lovely local pub with great food. Great space for parties and celebrations. No other pubs like it in area.
Lovely local pub with lovely outdoor seating area - we will miss the evening sun and the potential that that balcony has!!
Lovely pub; the food, the staff, the ambience. Definitely an essential part of the neighbourhood, I would hate to lose it!
Many pubs have disappeared; this pub is a great addition to the local community and should remain

Me and my family use it as a location to meet for drinks and dinner and have done for years. It's centrally located for three households and can accommodate young kids up to the grandparents. There are no other local pubs that meet those family pub criteria, at least not in the same way. Spoons, other pubs on west end lane are very different and without the alliance I fear the tradition would end.
Mental Wellbeing for those who live alone. Develops a sense of community British identity and culture
Mill Lane and its surrounds feel like a standalone community with its own feel and character. At the heart of that is The Alliance. A pub is a meeting place, somewhere that brings everyone together in a more casual way than any other establishment can achieve. To lose that will fundamentally change the character of the area for the worse and make it a less desirable place to live or visit. Any plans to change this to residential must be balanced against what will be lost and what people need to actually enjoy living in an area; places can't just be stuffed with people, with no supporting amenities. I strongly support protecting The Alliance as an Asset of Community Value.
Mill Lane has clearly struggled to recover from its pre-pandemic greatness, this would be the final blow. We desperately need proper pubs in West Hampstead - the Alliance is literally the only one.
Mill Lane has so many independent businesses (hairdressers, barbers, accountants, physios, etc) but so few places that can act as a community space, a celebration space, a relaxation space, a space to meet locals, a space to watch events (be those the football, Wimbledon or something else), a space to enjoy a Christmas drink.. The Alliance is needed as a place to create and nurture community spirit. West Hampstead has had so much development when it comes to apartment buildings, we don't need more of those and we don't need more chains opening up on the high streets, we need independent businesses that create a space where people can connect. Keep The Alliance open!
Mill lane is already very residential with not much by way of community spaces- please no more flats!
Mill lane must be protected as an independent high street. With every space that closes this is harder to achieve. The alliance is the soul of this street which connects the independence of the area.
Mill Lane simply must have a pub.
More spacious than the other pubs on West End Lane, and inhabited by the local community as opposed to passers by. West of its location there is little by way of places to meet, so its a gathering place for many.
My daughter lives in the area and it is such a shame to have a historic building repurposed not so as to benefit the local community.
Can you consider spot listing the building to preserve it pending a full investigation as Rob we heather the building should be listed and protected for future generations
My family moved from Sydney, Australia to London 10 years ago, and settled in West Hampstead when we arrived. At the time, my children were still very young, and The Alliance was the only local pub to welcome families with open arms and a toddler play area too. That approach to serving the community helped us in our earliest days here. And as my children have grown, The Alliance has grown with them. Now, the pub has had a refurb and an upgraded menu. And though we've moved across Shoot Up Hill, it's still one of the closest, and certainly the best of the local pubs. The Alliance is where we've celebrated birthdays, baptisms, and confirmations. Where we meet our friends for a catch up or quiz night. Where we pop out for quick date night or pass time before school pickup. Where we take visitors from abroad to have a pub experience. The Alliance has been an integral part of my London life, and it's an asset the community would sorely miss. I've been here a decade and the loss of The Alliance would leave a hole for me; I can only imagine what it would do to long-time locals. It's one of only a handful of pubs in the area, and the only on Mill Lane. Also, it's definitely the calmest and warmest atmosphere - which is, of course, important for community members who are older, less able, or just in need of a bit of peace and quiet. (Party pubs like the Black Lion or Wolf Pack are fun when you're young, but they don't serve the WHOLE community in the same way! And it's awfully far to walk to West End Lane for those who live on the west of the neighbourhood and are less mobile too.) Anything I can do to help keep this pub, please let me know!
My husband and I are about to start a family. We were discussing having a little baby shower at the pub as a way to celebrate where we spent our first years as a married couple going out to grab a drink or to watch the game.
I moved here from the US, and everytime family visits I bring them there -- it very much is my proud local. The building is also beautiful. I hate seeing all of these amazing buildings being torn down. To be honest, it's making my husband and I considering moving away from the area. This also happened to another pub by us, in Willesden Green (The Queensbury), it's really just such a shame.

My husband and I love the Alliance. It's where we go to escape and just be together with a drink, perhaps play some games, chat to people. The staff are all fab and the ambience is just perfect. It would be just so devastating for the area and for all of us locals if it closed. Please keep it open!!!!
My Parents moved to the road opposite, Gondar Garden in 1964 and it was my Fathers local. I was first taken in The Alliance in 1967 a few months after I was born. I still use the pub now, I had my Fathers wake in there. I was even in there last night. For me and many of the locals it is the place where we meet and socialise with each other. For many of us who live on our own The Alliance is a place we can sit in the evening and have a quiet few hours talking. Some of the regulars do not even drink alcohol, it is purely a place for them to socialise. I also enjoy being able to pop in on a hot day for a free glass of iced water and a chat with the staff. For me it's not only the family history but also at the age of 59 it's my main place to socialise as all of my friends have moved out of London and getting out to socialise is a vital part to my mental health.
My partner and I had our first date at the alliance, we would go there after one of us comes back from a long trip away from home to catch each other up, or after good days or bad days, after job interviews and exams. It's become such an important place for us as a couple, a second home where we recognise staff and locals alike. It's unlike any other pub we've been to, both separately and together.
My soul will be empty if it closes.
My wife and I have lived in West Hampstead since 1970 and enjoy the atmosphere and proximity of the pub to large numbers of friends. Am still happy to meet friends and local individuals there for an amicable gathering. Losing the great facility will be a tragedy.
N/A
Na
NA
Needs to be saved for whole community
Never understand the squatting is allowed in this country. Shocking culture to be honest with you.
No
No more flats. What's the point In having accommodation if there's nothing to do!
No other pubs in Mill lane Felt a safe friendly place Nice building High ceilings not cramped inside
No other pubs within a short walk, would leave the area underserved
No other venues like it nearby.
No similar amenity for 800m walk so relevant to maintain current character of area
Not many places like the Alliance in the area where people of different age and all walks of life can meet in a friendly atmosphere.
Nowhere else nearby has such a pleasant atmosphere. Our other nearest pub is a Wetherspoons & it isn't very nice.
Obviously, this is an ACV. The pub's been there for a long time, and although less 'pubby' since refurb, it's become much busier, with better food, and appeals to younger people and families. It's been doing very well, and if a pub in this particular location is busy, it's obviously well-liked as there are a lot more options on the high road or on West End Lane. There obviously needs to be major changes to the law to enable lower pricing of alcohol, and assistance to pubs to help them do well, and blocks on developers destroying our culture, history and tradition. A pub is not just all about 'boozing'. I'm 57, I'm glad I've experienced the good years, and I'm absolutely disgusted by governments past and present contributing to the destruction of this country and city.
On a daily basis, the Alliance draws people in the community out of their homes and gathers them together in a shared space. Closing the Alliance will deny people this daily opportunity to associate, which contributes enormously to the amenity value of the local area and for which there is no substitute. The area will be significantly poorer without it.

Once a pub is converted into flats, it is lost to the community permanently. Housing can be built in many places, but a local pub provides something unique: a meeting place, social hub, venue for community groups, local employment, and an important defence against loneliness and social isolation. The social value of a pub extends far beyond its commercial value.

A pub strengthens community cohesion by providing a neutral place where neighbours meet and local groups gather. Research has found that pubs generate substantial social value and help reduce loneliness and improve wellbeing.

Across the UK, hundreds of pubs are being permanently lost through conversion and demolition. Once converted to housing, they rarely return as pubs.

Pubs support local jobs, local suppliers, charities, sports teams and community organisations, contributing economic as well as social value.

One of few pubs remaining in a residential setting in this area, and a natural hub.

One of the few accessible, open, family and dog-friendly places in the area. We have tonnes of tiny cafes and brunch spots... Very few venues where it's easy to have family and friends together without basically sitting on top of strangers.

Only pub in the area that caters for young families. Centre of the local community

Only pub in the area. Please protect.

Our community feel very strongly about this special space. There aren't too many community venues nearby and it's a hub of the local community

Particularly since the Alliance reopened a few years ago, it's been a huge asset to Mill Lane and the surrounding roads. We meet local friends here regularly over and above the establishments on West End Lane, it brings people to the area and contributes to the shops and offices along Mill Lane. It provides people living further away from West End Lane (the African Roads, Greek Roads etc) with somewhere local and convenient and within walking distance to meet and bring our families to. It would be hugely detrimental to the area for it to cease to be a pub

People need to face a community, and this place is about creating one.

Please ... no more of our beautiful traditional pubs closing ... we need them more than ever now !

Please do not close an icon to the area

Please do not close this pub down!! We don't need more soul from our high streets being drained away

Please do not leave us without such a wonderful pub. There's barely anything in Mill Lane. We don't need another block of flats but welcoming places where the community can congregate.

Please do not shut the alliance - it is an institution!

Please don't close - it's our happy place! :(

Please don't close our local!!! It's a lovely pub and we don't have any other pubs near by, it has a great local community feel and people in the area will miss it dearly! Lots of people will lose this big social part of their lives.

Please don't close the alliance!!!!

Please don't let another development kill a local pub. These are assets to the community and should be safeguarded.

Please don't let us lose such an important part of our community

Please don't take the alliance away! This will be too sad! Hundreds of years of history cannot be wiped away!

Please don't close The Alliance . Dionysius has closed due to rent increases. Ditto 3 shops on our high street. There are no other pubs with this amount of history and earned goodwill locally.

Please don't convert it into yet more little boxy homes - our community is desperately holding on to independent traders. Lose this, lose a little more of our soul.

Please keep it open

Please keep it we love it

please keep our local pub

Please keep the Alliance open, it is such a great pub. I love passing by and seeing people sat outside in the sun!

Please keep the few remaining social hubs in the West Hampstead community.
Please keep this asset! It is the only community pub in West Hampstead and it would be a shame to see it go.
Please keep this wonderful space for the community
Please let's not lose another pub to development of flats. We're at risk of losing everything that makes our community special and social. Just look at other areas where pubs have been lost to flats - soulless, depressing
Please let's not lose this wonderful asset to our community and leave us with no place to socialise
Please please save The Alliance pub. I have lived in West Hampstead all my life - 48 years - and I am so sad how the area is losing its soul. The Alliance is a really valued pub in our community and is one of the last original community hubs still standing. Please please don't close it down
Please please save the pub. It's been such an amazing hub for the community from small birthday parties to just a casual meet up with friends and more. It would be a real shame to see it go.
Please please this place means so much to me and my family
Please preserve the last pub left between Kilburn and Cricklewood. We have nowhere east of Willesden Green before West Hampstead
Please protect the Alliance. It is a valuable local community pub
Please put the pub back the way it was a place to chat and for a proper pint!
Please save it! I have been going for years and it's my favourite pub in the area
Please save our pub
Please save the alliance. This is not just a gentrified chain pub this is a part of the community and a historical generational neighbourhood gem. For many it feels more like our living room! Friendly familiar faces, somewhere you want to bring your mates and relatives round to be together, but also somewhere you could comfortably walk into on your own and feel totally at home... pubs like this are a dying breed. It's doesn't feel transactional there or like you're just a customer. It is a stand-out connective hub for the locals and has been so for generations. It's versatile enough to perfectly accommodate just about any kind of meeting. (Trust me!) I myself have even met with advocates and professionals supporting me throughout my period of homelessness.... Opting for the alliance as my preferred meeting spot instead of my hostel round the corner because I could be confident the pub would be a safer, more comfortable, accommodating and overall a far better suited environment. I'd spend a lot of time here during a vulnerable period of my life and it brought me much comfort and a sense of community and belonging. I am not a massive drinker but would happily spend hours there enjoying delicious coffees, soft drinks, mocktails and perhaps an occasional tippie on the weekend. The pub is celebrated locally for preserving traditional pub culture. When my friends and family from abroad come to London I always bring them to the alliance. I've only ever had resounding positive responses and people love that it's a "proper" local independent pub. It's somewhere you want to spend your money. You can enjoy delicious food, warm staff, and the ambience and overall vibe are just top notch. I've never known this place to feel cliquey or unwelcoming. I especially love that it is clearly LGBTQIA+ inclusive and this is represented throughout its establishment. I suppose what I'm saying is this pub is dear to my heart in more ways than one. I know so many others share this feeling and will too have their own reasons... in more ways than one. It is a sentimental, invaluable and truly well loved part of Mill Lane and West Hampstead. I would be so upset to see it go. It deserves to stay and shouldn't become just a memory. It should be saved and I believe it has so much more to offer. "The alliance" has certainly lived up to its name. It binds people of all walks of life together and unites us. That in itself is sacred. Hard to come by. Harder to replicate. It should be treasured.
Please save the pub!!
Please save this lovely pub! It's heartbreaking to see it closed!
Please see above
Please stay!! And bring back the amazing food!

Please, please protect the Alliance and its history on Mill Lane. There are plenty of overpriced empty flats unsold in the area. We don't need or want more. Please put the community interests first.
Pleeeeeeease save the alliance!!!!!!
Pls keep our local pub.
Properly run and with the emphasis on serving local interests and tastes, the Alliance could be a real success, as it was under its former landlord, Michael, for many years. My model would be the Carlton Tavern in Kilburn - a proper pub!
Protect the Alliance!!!!
Protect the culture
Pub culture is a part of British culture, and we are all slowly watching it die.
Pub culture is a vital part of what makes London, London. This is the only pub on this stretch of street and it would be a huge loss to the community.
Pubs and hospitality are core to what makes Britain and, London in particular special. The Alliance is an upstanding example of this and to lose this public space would be a huge blow for the local community. Even if you don't use the pub, its presence on the street stands out and creates a welcoming environment. In a London where we have an increasing number of vape and phone shops, we should do all we can to keep somewhere like The Alliance open - it's what makes the area so special!
Pubs are a dying breed. Masses of people from Cricklewood and Willesden also relied on The Alliance to be a great, friendly local. There's very few like this in the area.
Pubs are a valuable social centre for our community
Pubs are an integral part of a community whether it's for meeting up with friends or sitting on your own nursing a drink but at least you're surrounded by people and not alone. The Alliance meets this criteria 100%. And there are no other pubs nearby! It absolutely needs to have it's ACV status reinstated.
Pubs are being lost at an alarming rate. This local pub is special to me, my friends and my family and the whole community around it.
Pubs are closing all over London, there are many more unused properties that can help solve the housing crisis
Pubs are closing at a rate of ~1 a day, harming local business and community connection. The Alliance is the only community space in a walkable distance, its closure will inevitably lead to more isolation and less footfall through the area. It would be a willful act of social and economic harm by Camden Council to its residents if it does not award the ACV to the Alliance.
Pubs are essential spots for community life and there are very few left in West Hampstead that are suitable for children and parents.
Pubs are integral parts of the social tissue and provide a unique and vital opportunity for people to socialise with their friends, family and neighbours. We need them more than ever now, in this time when lives are more and more online, often leading to isolation, loneliness and poor mental health. It's well known that a social network is one of the key factors for wellbeing and longevity. We have the duty to preserve this asset, to make sure there is at least one pub in every area.
Pubs are more than a business. They are places where friendships are made, communities gather and local life happens. The Alliance has been part of the fabric of our community for generations. Whatever its future, I hope local voices are heard before any decision is made.
pubs are now attracting a crowd who are happy to use it as a social hub & hang out first hand with real people rather than relying on social media. they are becoming community hubs and are serving more purposes than just being a place to go and drink. it's important to keep the neighbourhood spirit going as well, especially as more suicidal events are being added to the what's on. also, some people may have little contact with others if such a local venue were to close permanently. the greed of property developers does not serve any local community well...and has zero concern for the neighborhood. this closure is also likely to affect other businesses in mill lane and we could end up with near a empty parade of shops...
Pubs are part of local community culture. They should be protected and nurtured unless you want the community to die...
Pubs are part of the British culture and form an inherent part of the streetscape - we need amenities such as pubs in the local area for residents.

Pubs are part of traditional Brit culture, places to hang out, meet up, pop in for a drink, grab a drink and a chat while passing by. There are now NO pubs in Willesden Green where I live, and I travel to meet up with my friends/family for a drink and chat on a regular basis, all around the local area where some are managing to survive. For some people, a pub visit could mean the only chance of a social interaction all day/week, far better than gaming/gambling joints which make phoney claims that they are the new vital social hubs.
Pubs are the lifeblood of local communities and provide a hub. I have had so many gatherings with a multitude of groups in the Alliance and it's recently become my local since moving to Cricklewood. It would be a disgrace and a let down to the community to see this integral space go.
Pubs are very good for local morale. Beneficial for mental health as people can socialise there. Produces a happier society.
Pubs are vital for our community & society
Pubs like The Alliance are a vital part of the community as a place for locals to meet and socialise. We must support them.
pubs like the Alliance are what make the community a community. destroying them just make an over crowded living space with fewer central meet up spots. a huge shame.
Pubs need to be protected as a crucial part of our culture and a community asset.
Pubs provide a gathering space for different ages...a chance to meet and talk to people in person, rather than over a screen. So few places for younger people to meet and socialise these days. Enjoyed the pub quiz there and the food when the menu was varied
Putting flat into the building that is currently is a shame. The pub is creating so much community and life of the area. Any residences current or new will suffer from the loosing the Alliance!
Quite Shocking this venue could close as its irreplaceable once gone, and the whole local community suffers greatly when such venues close
Really sad to see this local spot go. Lots of history and a great community feel. So many restaurants popping up, which are nice but much more expensive to spend an evening there. This is an accessible, sociable, important community spot
Save our local community amenity. It is so well used and loved. We have lots of other spaces to build flats and houses.
SAVE OUR LOCAL PUBS!!
SAVE THE ALLIANCE!! Also who is going to the pub to watch executions????? Lol
Save the Pub!
See answers above. It is the only community local pub in our immediate vicinity. You go there and meet people you know
Significant lack of public houses in this part of the area
Since having a baby in March 2026 I have been going to the Alliance often, as it was a familiar place where I knew the staff and felt comfortable breastfeeding if needed and I also knew I could get home quickly if I needed to. So it being closed down is really a huge loss, particularly at this stage of my life
So blessed to have a venue nest by which is more than a bar/pub it's part of the community and safe to take grandchildren, friends and know you will be welcomed.
So many pubs are closing it's becoming hard to find a large and friendly space to meet up in, have a drink and omething to eat without the formality of a restaurant.
So many pubs have closed, it's one of the last refuges in that area. We'd have to go to west end lane which is even further from our house.
Stop taking away the pubs
Such a friendly well laid out pub-very welcoming and caters for the wider community at different times in the day and in the week.
Such a hub of community for all the locals! It can't go.
Such a local asset.
Such friendly staff. A great family pub
Th Alliance has been a great asset to the community and parents of Emmanuel School. It would be a shame to loose it!
Thanks for helping.
The Allaience is more than just a pub it' will be a shame to turn it into flats for profit
The Alliance clientele is a mixture of ages. That's what a good local pub should be. Other pubs in West Hampstead seem to cater for young people.

The Alliance fills an important niche for the community. There is nowhere else I feel equally comfortable taking young kids for a Sunday roast and meeting on a week night evening for local tennis club events. Losing it would be a real loss to the community.
The alliance gives convenient access to community and a fun time without having to stay in the West Hampstead west end lane area. It is quiet but lively and the staff always friendly and accommodating. The interior is beautiful and welcoming. I would be very sad to see it go. There is no point in building a residential flat here again if there is no place for community to build and gather.
The Alliance has a crew of regulars and is the only real pub in the area. It has always been friendly and a safe space to go. I observe people there on their own, with friends and groups. I know some who may not have many others to talk to except the bar staff, so for them the pub is essential in reducing isolation and loneliness
The Alliance has a very important role in the social structure of the area. The pubs in the high street West End Lane are already very crowded and it's important to have an alternative, especially one that's more family-friendly.
The Alliance has been a central part of my social life for over 50 years. It must remain a focal point for the whole community
The Alliance has always been a clean, safe, friendly and fun place to go to. It's the heart of a community and somewhere you can feel at home and bump into friends and locals you might not see regularly if we didn't all visit. With the economic climate and more people working from home it's a necessary venue and escape and makes locals feel less alone.
The Alliance has always been a social hub for me and my hockey team. We use it for team wide events/socials and has become a renowned place within our large sports club to go. Out of sport season, I often go with a friend or my partner for drinks or food, and will always 'bump' into other team mates and friends whilst I'm there as it's central to our club. Losing this spot would be like losing a legacy within our club. For as long as I have been a part of West Hampstead, the alliance has existed and been a guaranteed location to socialise. I have friends that when they need some air or a chat, they go to the alliance as they know they'll see familiar faces. A massive bonus that its dog friendly too!
The Alliance has always been a traditional family pub, as such it is the only one in West Hampstead. It is also extremely local and a great meeting place. It also provides excellent food as well as drinks.
The alliance has always been such a good spot, please please please don't take it away - it not being there will also affect the other nearby shops
The Alliance has become a massive local asset; West Hampstead doesn't have any other pubs which are anywhere near as suitable for child-friendly pub eating. It is also vital in a location at the far end of Mill Lane from West Hampstead's Main Street with very limited social spaces.
The Alliance has been a fixture of the area ever since I moved in 7 years ago. It's so rare to find a venue that is unpretentious, safe and friendly and its loss will be a big blow to the landscape of Mill Lane.
The Alliance has been a local landmark since we moved in the area 10 years ago. It's the perfect meeting point for us in Mapesbury with our friends based in Fortunes Green or West Hampstead. We have always supported this local pub and have never been disappointed by food or the service. It is the best place around to bring in young family too. The Queensbury pub across Willesden Station a while ago and to be honest we would be disappointed to see The Alliance disappear too.
The Alliance has been a place I've been going to for 35 years. It's a place neighbours gather as well as friends & family. We nip there for a quick drink or a lunch. We've had Christmas lunch there. It's part of the reason we are a community. They have supported community events. Life here would not be the same without them.
The Alliance has been a pub well-established in the Mill Lane community, it would be a big shame to see it wiped from our street as it brings a community out that other businesses around the area do not.
The alliance has been a safe space for me as a young mother, it's accessible, affordable, and their staff has always been kind and welcoming. It's a place with soul and values. It enriches our neighbourhood and our daily lives as a family.
The Alliance has been a social hub on west end lane for years. Carrying on from the previous owners, the new owners modernised it but kept the same welcoming family atmosphere. Places like this are rare, especially in the chain-heavy high street. Families are the core of west Hampstead and the Alliance supports families and community spirit

The Alliance has been an integral part of my life and the community for the ten years I have lived in West Hampstead. It serves a totally different purpose from the other pubs in the area which are more corporate or sport focused. Much more soulful with a proper local vibe. You always know neighbours when you go in and the area feels a lot less lonely than other areas of London I have lived in for that reason. I am heartbroken that the pub may close and yet another community asset will be sacrificed on the altar of greed, to line the pockets of someone who I have clearly has no interest in the quality of life of the local people.

The alliance has been an integral part of our community since we moved to mill lane, and even long before we have been here. It is a strong community pub that many of us see as our local - not just because it's close but because it has a community minded, genuinely friendly ambience that is becoming increasingly rare in London pubs. Although there are multiple other pubs in West Hampstead - this remains once of the last few that isn't part of a chain, or aimed at big loud friday / Saturday night clubbing crowds. Please help protect the alliance!

The Alliance has been an integral part of the way I enjoy my leisure time for the past 20 years. I see familiar faces there and it has a lovely community feel about it. It is the only pub I can get to easily. Without this, I would need to walk into West Hampstead which can feel a bit far if I'm just wanting something casual and accessible and other pubs, in Kilburn for example, are mainly situated on the the very busy A5 where a drink on the pavement can feel polluted and uncomfortable. I have always loved sitting outside The Alliance and it has always been my 'go to' on a warm evening where I could be found watching the last of the sun go down (it is perfectly placed for this) and chatting with friends and other locals, and I really, really hope that the sun isn't about to go down on this wonderful asset to our community. Please help to save our pub!

The Alliance has been for many years the heart and soul of the neighbourhood. There are no other pubs nearby and the ones on Shoot Up hill and West End Lane cater to a different clientele. I hope it remains a pub for many many years.

The Alliance has been my local pub for 32 years. Indeed I bought my property in Ravenshaw Street partly because there was a pub at the top of the road. I have made innumerable friends there, people I probably wouldn't have met otherwise. Were it to disappear I believe this would be a tragedy for the local community. The upstairs of the building was converted to flats some years ago, that should be enough. Were the rest of it to also be converted this would not help with local housing issues and would probably instead serve as yet another AirBnB premises, with no connection or value to the locality, but simply as a vehicle for a single person's money making.

The Alliance has been part of my West Hampstead life for the past three years and is a place where I have taken all of my family members and friends. It is a community pub with a fantastic atmosphere which must be saved. Too many pubs and shops are closing on mill lane and we need to give all the help we can to hospitality.

The alliance has been part of our family's life since our youngest was born, over 15 years ago. It is such an important part of our community and local "landscape". It would really be a travesty to let this pub go.

The alliance has been part of our weekly routine. It is next to my child's school and we have shared many memories there as a family and also with friends. It is the only most kids friendly pub in the neighbourhood We will be extremely sad to see it go. Please save it!!

The Alliance has been part of the fabric of West Hampstead for the 30 years I have enjoyed living here. Parties, my kids buying us their first drinks when they turned 18 and so many happy times with friends. Please keep a pub on this corner!

The alliance has been part of the furniture of Mill Lane well beyond my own living memory. Losing the pub in favour of landlord profiteering would be damning for the local community.

The Alliance has been part of West Hampstead for ages and ages. WH does have a proper pub, certainly not in the Mill Lane area and there are not many places to eat either. The same is true of Cricklewood which is why we have continue to visit the Alliance since moving. it is an important part of the community and WH would not be the same without it. Its loss would render that part of SH totally soulless.

The Alliance has been the hub of the community for the 40 years I have lived here and beyond. The mix of people who use the pub is like no other , young, old, local, singles, families , friends the list is endless, everyone is made to feel welcome.

The Alliance has the feel of a 'real London pub'. I really appreciate it in a sea of chains. My kids really enjoy going there.

The Alliance id much more than just a pub. It's a place for everyone to feel welcome and losing it would be a tremendous loss to our community. One of the best things about living in this area is The alliance. Please don't let it go.

The Alliance is a beautiful pub and a welcome oasis when walking around my local area. There are no other pubs in the nearby vicinity and I am always happy when I arrive there. On the days I walk past without popping in for a drink, I love seeing how busy and vibrant it is. It is crucially important to have a community pub such as the Alliance which serves a range of purposes and is in easy proximity for all the local people.
The Alliance is a beautiful social place. Please keep it like this
The Alliance is a beloved part of our community - having lived in the area for over 15 years, I can't imagine the area without it. It holds so many happy memories - my 8 year old daughter cried when I told her it was closing and offered all her savings to save it! We have made many friends there, use it as a base for socialising, love a lazy Sunday there when we can't be bothered to cook. We always feel welcome. We stop in to use the facilities when the kids can't wait until they get home.... Please please make sure it stays a pub. There is nothing in West Hampstead like it.
The Alliance is a community asset, it's the nearest gastropub to my home, and it is good to be able to walk there without a car.
The Alliance is a core part of the community. It's the default place we arrange to meet with local friends. The quiz nights and football screenings bring the local community together. It would be a tragedy to lose it.
The Alliance is a crucial and utterly integral part of community life here. It offers comfort , companionship, conviviality , solitude or neighbourhood company according to your need and mood . Its laid back unpushy atmosphere is both a place of welcome and a refuge - qualities that are not duplicated in other, more far afield pubs where the environment is noisier younger and more garish. Its loss would be incalculable to the community .
The Alliance is a definite asset to the community
The Alliance is a dog friendly pub which is great for me. And also means me and my friends with dogs can meet up regularly with all our friends. It's such a friendly welcoming atmosphere and very different to all the other pubs in West Hampstead. It's also the only pub in the area for older members of the community.
The Alliance is a fabulous local pub. Great location, lovely staff, wonderful rooms.It would be a terrible loss to the regulars, to the neighbourhood and to the atmosphere of this part of West Hampstead. With its high ceilings and Victorian detailing it's a breathing space, amongst the small houses and mostly narrow streets, very different from the packed bars of West End Lane.
The Alliance is a fantastic pub that if closed would be a huge loss to the community!
The Alliance is a fixture in our neighbourhood, a great local which is much more part of our community than the busy pubs on West End Lane. It would be a huge loss if it were to close.
The Alliance is a friendly pub and I would like for it to stay open.
The Alliance is a gem and so well supported all year round by locals.
The Alliance is a gem of a pub around my area - I've had many lovely memories there since moving to London and is a place that is dear to many in the community.
The alliance is a great community spot for young families, to eat, watch sports, and socialise. It will be very much missed and hopefully will be replaced by another pub to fill the space it will leave.
The Alliance is a great place to bring the community together. I often see people socialising and spending time there, brings people together. Friendly staff adds to it as well
The alliance is a historic and much valued community pub in a nice quiet part of london. I used to work there in the kitchen and behind the bar and would visit it with my Dad when I was a boy. For it to no longer be a pub would impact grestly and negatively the nature of the area.
The Alliance is a hugely important part of our community, and the only pub in Fortune Green Ward. It's also the only really "locals" pub in the area, with the pubs on West End Lane frequently used by visitors to West Hampstead and those passing through to eg Wembley - that's important of course, but the Alliance doesn't benefit from that trade and it's a vital part of the local area. Fortune Green would be immeasurably poorer for its loss, and with a number of private residential developments in the area in recent years (including 156 West End Lane, West Hampstead Square, Liddell Road and Mill Lane Apartments), any perceived benefit from the relatively tiny number of new homes that could be achieved in the footprint of the pub would be far, far outweighed by the loss of a hub for the local community.
The Alliance is a hugely valued and important part of local life. It is an invaluable community asset and life here would not be the same without being able to pop in as a local - in addition to more formerly arranged eating/ meetings etc. we have been coming here for many years throughout different incarnations and cannot imagine our neighbourhood without it!

The Alliance is a key part of what makes the community in this part of West Hampstead special
The Alliance is a landmark of our neighbourhood. A proper local pub frequented by people who live in the neighbourhood (unlike a lot of the establishments on West End Lane which are rammed with visitors and are places that I would never chose to go to meet local friends). The pub has always been a welcome place for families and dog owners. I have even been in on my own just to pass some time before meeting friends. It never feels intimidating or unwelcoming and has always felt like a safe and friendly place to hang out. In a time when our high street is changing beyond recognition (more franchises, more fast food joints, more late night drinking places for people visting the area) The Alliance is a welcome respite. Please ensure it stays as a pub. The community needs these spaces if we are to continue to thrive as a collective.
The Alliance is a local institution- a place where people congregate in a safe and welcoming environment, with their dogs and children. It is a prominent landmark and the centrepiece of the heritage of Mill Lane.
The Alliance is a locals meeting point and needs to remain as such. I have been there with family visiting London and historically The Alliance was a place to have informal birthday parties and celebrate St Patrick's Day. Over recent years I've enjoyed relaxed evenings playing board games and chatting to the bar staff.
The alliance is a loved local hub which we have been going to since we moved in 10 years ago. Our parents & grandparents were regulars when they lived in the area and the whole family is devastated to see it closed.
The Alliance is a lovely "normal" neighbourhood pub which is becoming an extinct species. So many pubs are becoming too impersonal. Please don't let it shut down.
The Alliance is a magnet that drew our family to Mill Lane when otherwise we would have gone to West End Lane or elsewhere. I think the pub is integral to making Mill Lane a destination and has a halo effect on other businesses. Without it, I think the area will decline.
The alliance is a mill lane landmark, a true pillar of the local community !!
The Alliance is a much loved and valued pub within the local community and would be sorely missed by locals were it to be redeveloped. We visit often to watch sporting events, meet family and friends, and attend the fantastic pub quizzes.
The alliance is a necessity. There are very few restaurants with a great menu, great facilities for children, and space for young families to come in with prams and all the children require. It's also really relaxed atmosphere and there is no pressure to drink there. I sometimes stop in with just my kids and they can play in the lounge area while I catch up on some work. We really don't need another nail bar, fast food chain, or Charity shop in this area and it would be a shame for this pub to close.
The Alliance is a pillar of our community. Without it, so many people will be lost. The building is an architectural icon and cannot be anything but a pub. The pub has been a safe place for me to come for many years, I come here to socialise, to work and to simply think. It has been a haven for me in dark times.
The Alliance is a proper family local,with people of all ages and as pensioners makes us wellcome.
The Alliance is a proper local pub which serves our community around Mill Lane - there are no other pubs close on Mill Lane, and we have recently seen the closure of a small wine bar on the road which has reduced the venues where friends and family can socialise. ACV status should be continued; the case which drove its original listing has not changed, if not strengthened,

The Alliance is a real community hub;

1. it's used by all sorts of people from the community. I first went there regularly with parents from the local nursery (Sington) where we would meet there with other parents, and later on with school parents from nearby West Hampstead Primary School (formerly Beckford Primary School). Since it's redevelopment, I go there with my local running club (ruNW6) for socials. It's a convenient place to meet and one of only three "proper" pubs in West Hampstead.

2. The Alliance works well as a family pub, as it is located in residential Mill Lane, away from the tube station and busy West End Lane. It is within easy reach of both Kilburn and West Hampstead. If it is not there, this will mean a real loss of a meeting place for residents, local groups (such as school parents), older people, who can use it as a place to go to meet others, socialise and keep warm.

3. The Alliance is the only traditional neighbourhood pub serving the Mill Lane area. The only alternative pubs are approx half a mile away, either on West End Lane or on Kilburn High Road, requiring a 10-15 minute walk and serving different catchment areas. Its loss would leave Mill Lane without any local pub or equivalent community meeting place.

4. The Alliance supports footfall for nearby businesses and adds to the diversity of the uses within the local shopping parade. Replacing with residential accommodation such as flats would reduce the vibrancy of the area.

5. The pub is part of the heritage and identity of the area, and has been for many years. Once lost, such facilities are difficult to replace. The cumulative loss of community venues across London make the protection of the remaining local pubs increasingly important.

6. The loss of this valuable community asset would not be in the interests of local residents or the wider community.

The Alliance is a real hub of community in the local area and provides a much needed venue on Mill Lane, it would be a massive shame for the local area to lose it.

The Alliance is a safe, chilled place that I can go to on my own if I want to. The more places we have like this in the area the safer the area feels and it helps people to build community and reduce the number of people who feel isolated which could lead to suicides. And building flats in that space doesn't help the housing situation. More houses are needed for families. And any property in this area is not affordable for the people who can't afford homes and mixing people who can afford this area with people who can't just breeds resentment. The current community needs places to meet and share otherwise the loneliness problem just grows.

The alliance is a staple institution of West Hampstead and serves the communities for many different reasons. It's absence will be felt and there's nothing else quite like it in West Hampstead, as it's a real community hub

The alliance is a unique and great public house. The building has a distinct characteristic. There are very few similar pubs with charm and character in this area, closing it would be a great harm and loss to the community, it is always very busy.

The Alliance is a unique resource in this part of West Hampstead for social events, such as the Pub Quiz and book club meetings, as well as being a great place to watch sports events, particularly those that are now subscription TV services and effectively unavailable. The Tuesday night quiz is very popular and well attended, and provides a great opportunity for inter-generational socialising. We are a group of dads in our 50's and 60's and we make a team with our children in their 20's. Having lived nearby for 30 years, I would say that The Alliance has recently been better than ever, and it would be a massive loss to the community if it were to close. There is nowhere in the vicinity that would replace it.

The Alliance is a valuable community asset and should be kept a pub

The Alliance is a valuable social hub for the community in this part of West Hampstead and is used by many locals in adjacent streets.

The Alliance is a valued part of our local community and is within walking distance of our home. My partner and I visit regularly, not just to enjoy a drink, but because it gives us a real sense of belonging. It is a welcoming place where neighbours meet, friendships are formed, and local people come together. It would be a real shame to see it go.

The Alliance is a very important part of the local community. It seems to serve a wide range of customers of all ages and people who have lived locally for a long time and people new to the area. I have used the Alliance many times and recently met a large group of friends to celebrate a special birthday. This venue was perfect for that purpose and the staff were amazing. I really hope that this lovely pub can continue to serve the local community.
The Alliance is a visible focal point for the local community. Lose the Alliance, and likely that end of Mill Lane will be lost as footfall and sense of community further falls away. I use the pub quite regularly to have pint while feeding my infant son after a visit to Fortune Green Park. For a young(ish) father who has always felt far more at home in a pub than a chi-chi cafe, I value it immensely as an open and welcoming community space.
The Alliance is a vital and very friendly local amenity. It would be a tragedy to see it disappear.
The Alliance is a vital community asset and must be saved
The Alliance is a vital gathering place and part of the community. It would truly be a loss as there are no other equivalent spaces in the immediate area.
The Alliance is a vital part of the community in this part of West Hampstead, it would be a terrible loss if it is no longer a pub.
The Alliance is a vital social hub that actively furthers the cultural, recreational, and social wellbeing of the Mill Lane community and for those of us that live in Mapesbury. Far more than just a commercial business, it serves as an inclusive and accessible meeting place that brings together diverse groups of local residents. The pub regularly hosts essential community-led initiatives and social events, such as quizzes, local committee meetings, live music showcases etc, which help combat social isolation and foster a strong sense of local identity. If this asset were lost, our community would lose its primary space for social interaction, significantly damaging local cohesion and collective wellbeing.
The Alliance is a wonderful local, friendly staff and people and the nicest pub in the area. It will be an incredible loss to our community if it were to close.
The Alliance is a wonderful pub in an area which does not have any others. It will be sorely missed if it does not reopen.
The Alliance is a wonderful, friendly, community pub which would be a great loss to everyone who lives near it
The alliance is an essential local asset that enhances the community. Flats here would be an absolutely dire downgrade.
The Alliance is an essential part of the community, providing a warm welcoming and family friendly venue for a variety of different occasions. Due to its location, its broad offering of great food, drinks, events and its investment in the community over many years, it is completely unique and irreplaceable for its social and financial value to the area. It would be a travesty for it to be turned into yet more flats against the community's wishes.
The alliance is an extraordinary asset of community value. It provides the local school not only with a meeting place to meet regularly for meetings about the school but also for teachers to socialise and wind down after a hard weeks work. Furthermore the pub has a excellent relationship with the school always donating and supporting to our raffle it is a valued and treasured asset to the community. I have lived in West hampstead for over 30 years before moving to Dollis hill. I still know many many people there and my children are still at school there over the years the alliance has seen many changes but one thing that has never changed is the way that it is used by a wide range of the community from the people who live in Elton to the Fortune Green residence and the people of West hampstead who went somewhere a little quieter and off the beaten track to go for an ice drink a pub quiz or a meal. Turning the alliance into flats would also be catastrophic for the traffic around that area which is also very bad considering the new school Street which is a good thing but has made the areas around it increasingly congested. I cycle to school with my daughter every morning and the last thing that area needs is more Traffic. This traffic could be caused by the residence finding somewhere to park but if not by the residence of the proposed flats taking Ubers and ordering pizza or food deliveries which arrive on motorbike the area outside the alliance is already incredibly congested luckily not by people who drink as they tend not to drive to put flats there would be an error which may cause an accident in the future and that would be my concern. The value of this treasured pub goes beyond money and to the heart of connecting people around West hampstead particularly people who live in small flats rooms or accommodation of which there are many around the area. I urge you not to turn the alliance into flats and instead invest more in your community as a whole.
The alliance is an iconic hallmark of mill lane.

The Alliance is an important community asset that needs to be protected. Many community groups use the pub for meetings and celebrations. I have been going to The Alliance since I moved to West Hampstead for over 20 years. It's my local pub and I am upset to see it close.
The Alliance is an important part of the social fabric of the area. It's important that we maintain and protect social and community spaces.
The Alliance is an important social amenity and with the latest ownership has had great family food. One always meets other neighbours and colleagues. It is perfectly situated as a place for a local get together.
The Alliance is an important social hub in the area for good food and drink, entertainment and friendship
The Alliance is an incredible little oasis that houses fantastic folk - from punters to their staff. As someone in a minority group, it's made me very happy seeing members of staff in the same community getting on with and being incredibly welcoming to customers! The ambiance made me feel home right from the start, and I'm hoping I'll be able to get that feeling again in the future.
The Alliance is an institution and a valued part of the local area. It's always our top choice of pubs. It's important to support such brilliant independent contributors to the community - otherwise the area will soon feel soulless, which it is at risk of becoming. Please protect The Alliance.
The Alliance is an institution, an important part of West Hampstead life. We've been going there for twenty years. It would be heartbreaking to lose it
The Alliance is an integral and hugely important part of the local community.
The Alliance is an integral part of community. not just being a meeting place for local residents, which provides contact for those that might live alone, support networks for families. the Alliance aids towards the economy of the area. The establishment is based in an area of West Hampstead were there is no other establishment that is simular with out visiting out side of the area, which is not conducive to those with accessibility, needing to be some where close to home. Having lived in the area for over 50- years the alliance brings back memories of family and friends now gone.
The Alliance is an integral part of Mill Lane and it would be a great shame to the local area for it to disappear into more housing
The Alliance is an integral part of the communities of both West Hampstead and Cricklewood. We need more community hubs such as pubs not more soulless flats that none of the true locals can afford to buy. Save The Alliance!
The alliance is an integral part of the community and the high street of mill lane. Members of the community are regulars and it brings us all closer together.
The Alliance is an integral part of the community and we really need this to stay open. It is culturally relevant, and important to keep pubs open for mental health social reasons. It is a great place to socialise and the only pub on Mill Lane. There are no other pubs close by. It is a relaxed and welcoming environment, which may other pubs don't offer.
The Alliance is an integral part of the community. This pub has been a part of our community for many years, I have visited this pub for family get togethers, to watch football, Father's Day dinners, Mother's Day dinners and many more occasions. The local community use this pub daily and it's nice to see the friendly faces waving away as I walk past on the school run, or saying hello when I pop into the pub. Losing the alliance would be awful for everyone who enjoys this establishment and the community
The Alliance is an integral part of the local area. We need more residential accommodation, sure, but we also need the amenities - like The Alliance - that help build communities. It is genuinely an asset of community value and should be retained as a public house.
The Alliance is an integral part of the local community, and has been for decades. I first stepped inside the Alliance in 2003 and it's been a core part of my life since. To allow this pub to be closed would be an absolute travesty and I hope the Council steps in and stops this.
The Alliance is around the corner from my child's school. Families often congregate there after school events. There is no equivalent to the Alliance in the local area, we would miss it sorely. I have also regularly visited The Alliance during maternity leave as local mums found it a convenient and very welcoming place to meet in the day, with great baby facilities and space for prams and children.

The Alliance is exactly the kind of community business that needs protecting please don't let it be lost!

The Alliance is far more than a commercial business; it is an important community asset that contributes significantly to the social wellbeing and social interests of local residents. As one of the few remaining traditional neighbourhood pubs in the area, it provides a welcoming and inclusive space where people of all ages and backgrounds can meet, build relationships and maintain social connections. It serves as a focal point for community life, supporting local events, informal gatherings and the day-to-day interactions that help create a strong sense of belonging and neighbourhood identity.

The Alliance also provides valuable local employment opportunities and plays an important role in developing skills and confidence, particularly for younger people entering the workplace. My own son worked there during a period when he lacked confidence, and the experience of interacting with customers and becoming part of the pub's community helped him develop both socially and professionally. That experience was an important part of his growth into adulthood and demonstrates the wider social value that establishments such as the Alliance can provide beyond their immediate commercial purpose.

In an increasingly busy and fragmented urban environment, venues such as the Alliance play a vital role in reducing social isolation, strengthening community cohesion and preserving the social infrastructure that helps neighbourhoods thrive. The loss of the Alliance would represent the permanent loss of a valued community meeting place, while its continued operation as a pub would clearly further the social wellbeing and interests of the local community. For these reasons, I strongly support its designation as an Asset of Community Value.

The Alliance is far more than a pub: it is a genuine community hub that brings together residents of all ages and backgrounds in an increasingly fragmented city.

Its value lies not just in the service it provides, but in the social connections, local identity and sense of belonging it helps sustain.

The continued ACV designation would recognise the Alliance's proven contribution to community life and help safeguard an important local asset for future generations.

At a time when independent community venues are under increasing pressure, protecting places like the Alliance is more important than ever.

The Alliance provides a rare and inclusive space where neighbours can meet, local groups can gather, and community relationships can flourish.

The Alliance is far more than just a pub – it is a vital part of our neighbourhood and the heart of our community.

For years, it has been a place where local families come together, where neighbours meet and friendships are formed, and where people gather to celebrate major events such as the Olympics, the World Cup, and countless other moments that bring us together. It is somewhere we can pop into after a long day at work for a meal, a drink, or simply the comfort of familiar faces.

What makes The Alliance so special is the atmosphere. The staff are genuinely welcoming, creating a warm, safe, and inclusive environment for everyone. Whether you arrive with friends and family or simply come alone, you always feel comfortable and part of the community. It is one of those increasingly rare places where people from all walks of life can connect and feel they belong.

In winter, The Alliance is warm and cosy, serving delicious Sunday roasts at prices that remain accessible compared with many high street pubs across London. In summer, its outdoor space comes alive, filled with sunshine, conversation, and neighbours enjoying a pint together. Some of my happiest memories have been spent there.

The Alliance also holds a deeply personal place in my heart. It was the setting for many dates with my partner, whom I am marrying this summer. Without this pub, many of the memories that shaped our relationship would never have happened. I know we are not the only people whose lives and relationships have been enriched by this special place.

If The Alliance were to close, our community would lose much more than a business. We would lose a meeting place, a social hub, a safe and welcoming environment, and an important part of the area's identity. Places like this are increasingly difficult to replace, and once they are gone, they are gone forever.

We love the Alliance and we need the Alliance.

The Alliance is far more than just a pub. It is one of the few remaining community spaces in this part of West Hampstead where people of all ages and backgrounds can meet, socialise and build relationships.

Over many years, it has hosted celebrations, informal gatherings and countless everyday interactions that help create a sense of belonging within the local community. In an area where independent businesses and community venues are increasingly under pressure, The Alliance remains an important social hub and a key part of Mill Lane's character.

The Alliance also plays an important role in supporting the wider Mill Lane economy. It is one of the destinations that encourages people to visit and spend time on this end of the road, benefiting neighbouring independent businesses, cafés, shops and services through increased footfall. If The Alliance were lost, there is a real risk that fewer people would visit this part of Mill Lane, creating a knock-on effect for other local businesses and reducing the vitality of the wider high street.

While there are other pubs in the broader area, there are very few venues that serve the same role for the immediate Mill Lane community. The Alliance provides an accessible and welcoming place for local residents to meet, celebrate, connect and maintain community ties. Its value lies not only in the services it provides, but in the social connections it helps create and sustain.

Mill Lane has a distinctive village-like character that is increasingly rare in London. The Alliance is one of the institutions that helps define that identity, contributing to the area's vibrancy, resilience and sense of place. Once community assets such as this are lost, they are rarely replaced in a form that offers the same benefit to local residents.

As a local resident and Arsenal supporter, The Alliance has often been a place to meet friends, celebrate occasions and connect with neighbours. It provides the sort of informal community space that helps turn a collection of houses and businesses into a genuine neighbourhood.

I believe The Alliance continues to make a significant contribution to the social wellbeing of the community and strongly support the renewal of its Asset of Community Value status so that it can continue serving local people for years to come.

The Alliance is far more than just a pub. It's one of the few remaining places on Mill Lane where people from all walks of life come together. It provides an important social space for local residents, dog owners, families and community groups, helping to build friendships and strengthen the local community. Once a community pub is lost, it's almost impossible to bring it back.

While Camden undoubtedly needs more housing, thriving neighbourhoods need community spaces as well as homes. The Alliance is a well-loved and well-used local institution that contributes to the character and identity of West Hampstead. Protecting it as an Asset of Community Value would preserve the opportunity for it to continue serving local residents for years to come.

As a local resident and dog owner, I've experienced first-hand how welcoming and inclusive the Alliance is. It's somewhere neighbours naturally stop to chat, meet new people and feel part of the community. Those everyday interactions are difficult to measure, but they're an important part of what makes a neighbourhood a great place to live.

The Alliance is genuinely one of the only decent pubs left round here. Good food, good drinks, and it's properly family-friendly – not the kind of rough, junkie-type place you sometimes get nearby. It's somewhere people actually know each other and feel safe bringing their kids or just having a quiet pint.

If it goes, we lose one of the last proper community spots in the area, and that's hard to get back once it's gone. Please give it Asset of Community Value status so it's got a fighting chance of being protected.

The Alliance is great place and really integral to Mill Lane - we love going there for lunch on our work from home days or meeting there after work. It would be such a shame to see it go.

The Alliance is great to bring our young family and in the early evenings, many other families are there drawn by the open space, good children's facilities. No other pub or restaurant in the local area can match it.

The Alliance is important to the area and to Mill Lane. it has a good atmosphere and is the only pub on Mill Lane, which needs to have one!

The Alliance is integral to Mill Lane. There are no other venues like it for at least a 10-15 minute walk.

It serves as a cultural hub for the local community and to see it sold off to the highest bidder would be a huge disappointment and sign that venues like this just aren't valued when they absolutely are!

As a musician the amount of venues shutting across London has increased significantly and closing yet another pub and reducing ability for local musicians to perform creates another hole that councils aren't able to fill.

If you value the arts and believe musicians should have more (not fewer) venues and opportunities to play then the Alliance should be given AVC status.

If you value local community events and places where people can hold meetings, participate in watching sports communally, celebrate life goals and commiserate the loss of loved ones, the Alliance should be given AVC status.

To remove it would be a huge mistake and remove a significant and important part of local culture and community

The alliance is local to myself and my two best friends getting married later this year, in which I am the best man. It's our regular pub to stop by after work or on a weekend afternoon to chat, eat, decompress, and just be together. There's been quite a lot of wedding, family, and future planning that's gone down at probably every table.... And naps on the giant sofas in the back amidst jenga championships. Have had many special memories made there and the relationship we have has become all the more strong from our time spent at the alliance. The staff and community is always so calm and welcoming, it's like like an extension of our living room! Would hate to see it go after so many amazing moments there.

The Alliance is more than a pub - it's a great community hub, not just a pub. I've been to family events there - birthday dinners or, sadly, wakes. It has always been a very welcoming setting - I have dropped in for a drink before or after events at West Hampstead Community Centre and after dog walking on one of the nearby green areas. The chances are that I will meet other local people I know and appreciate the opportunity to catch up on local issues. While there are other pubs on WEL, they tend to attract a younger crowd from other parts of London, so can be noisy and overcrowded, particularly at weekends, so it helps to have a setting where older residents and young families can feel comfortable.

The Alliance is definitely an asset of community value - its loss will leave many West Hampsters with nowhere to meet after the coffee shops close between 5 and 7 pm - older people in particular. Our other pubs are not child-friendly either and tend to attract heavy drinkers who enjoy loud music by the kinds of bands that younger audiences prefer. They are less suitable venues for group meetings or anyone who is uncomfortable in noisy, crowded settings. Please renew its status. We need it all the more at a time when more blocks of flats are being built and the local population is increasing exponentially without the infrastructure to support the numbers of new residents - a reduction in local amenities adds to the negative impact on our community. Property developers reap extensive rewards at the expense of people who simply want to live in a pleasant environment with easy access to amenities.

The Alliance is more than just a pub to me and my partner - after purchasing our first home on Westbere Road a year ago, The Alliance has made us feel like there was a real community on Mill Lane. Not only are the staff friendly, positive and welcoming but the mix of generations that come to The Alliance really made it stand out as a place of social cohesion, a stark contrast to the traditional London pubs which we have found tend to be skewed towards just the younger generation. Turning the Alliance into flats would, I feel, significantly detrimentally impact the community and quality of life for all those in and around Mill Lane. Please do not do this!

The Alliance is more than just a pub. It is part of the social fabric of Mill Lane: a place where neighbours meet, where informal support networks are maintained, and where the identity and character of the area are preserved. Losing it would not simply mean losing a business, but weakening one of the few remaining shared spaces that helps hold the local community together. For this reason, I believe it deserves protection as an Asset of Community Value.

The Alliance is much more than a pub to me; it is one of the places that has helped define my life in this community.

My partner and I fell in love while spending time there. It was the first pub that truly became "our" pub, somewhere that is woven into our relationship. Some of our most important memories together happened within those walls, including spending Christmas Eve there and countless evenings connecting with friends and neighbours.

The Alliance has also played an important role in my family life. It is where I took my godson for his first pub visit, a place I can take my father, where I celebrated my engagement, planned my wedding and future. It is about community, conversation, and belonging. It is a place where different generations can come together and share experiences.

As a local resident, I have used The Alliance as a place to meet neighbours, build friendships, and strengthen community ties. It is one of the few places where people from different backgrounds, professions, ages, and viewpoints regularly mix. I have spent evenings discussing local issues, national politics, world events, culture, and everyday life. Those conversations have broadened my perspective and helped create a stronger sense of local community.

The Alliance has also been a place of participation and shared experiences. My partner and I supported events such as quiz nights, Nintendo nights, and other community initiatives that brought people together. These events transformed the pub from a commercial venue into a genuine community hub. We got to know the staff, regulars, and occasional visitors alike, creating relationships that extended far beyond a customer-business interaction.

Like many residents, I experienced major national and international moments there alongside my neighbours. Whether watching the World Cup, celebrating successes, sharing disappointments, or simply marking the passing of time with familiar faces, The Alliance provided a communal living room for the neighbourhood.

As someone who regularly works from home, I have also worked and conducted business meetings there, demonstrating another important role that local pubs increasingly serve. They provide accessible, informal spaces where people can work, collaborate, and build professional relationships without needing expensive offices or private venues.

The loss of The Alliance would not simply mean the loss of a pub. It would mean the loss of a gathering place, a meeting place, a cultural venue, a social support network, and a cornerstone of local identity. Places like this cannot easily be replaced. The value of The Alliance lies not in the building alone, but in the relationships, memories, traditions, and community connections that have been built there over many years.

For these reasons, I strongly support any effort to preserve The Alliance as a community asset and ensure that future generations can continue to benefit from the unique role it plays in local life.

The alliance is my favourite pub and the only one of its kind. It's friendly, social on a day when there's a pub quiz or or sports match, the food is great, the staff are lovely and it's an integral part of mill lane and living around here. I've lived here for 2 years now and go all the time, my partner and I have always come here with our iPads to book every holiday we've ever been on. If it were to close, living around here wouldn't be the same and I'd be heartbroken. It's a massive part of the local community

the Alliance is not very close to any other pubs so it fills a space in this particular pocket of Camden

The Alliance is one of the few local establishments in the Mill Lane/ West hampstead high street area, and is really treasured by everyone around

The Alliance is one of the few pubs locally to offer real English ale, which they rotate regularly with guest ales. We have been going to the pub for nearly 20 years and it has always had a friendly local vibe with good service and great food.

The Alliance is one of the oldest pubs in the UK, and deserves to be preserved. It's essential to local street life, which has suffered greatly since Covid. The loss of the Alliance would lead to reduced footfall in Mill Lane and significantly hurt other local businesses. There are in increasing number of empty storefronts today in Mill Lane. I encourage the Council to do everything possible to help reverse this trend, and to support a thriving local community.

The Alliance is our favourite pub in the area. There are other pubs available in the area but they're a very different vibe and often louder/not family friendly. The Alliance provides a safe and quieter space for people to socialise and is an integral part of the community. Communities need places to gather otherwise it just further sows division amongst people and losing a space like the Alliance would be a devastating blow.
The Alliance is our go-to neighbourhood pub for family dinners, Sunday roasts, when friends are in town and pub quiz. It's super friendly and always welcoming to all.
The Alliance is our local pub & as such is one of the hubs of Mill Lane & surrounds. Friendly, good atmosphere & serves our local community with another venue for people to meet & socialise & enjoy a drink.
The Alliance is our local pub. It provides a friendly location for groups and residents. It is an integral part of our community.
The Alliance is part of Mill Lane and the local area. I have been visiting since the 80's when we set up a business here. We moved into the area in 2005. Recently when calling in for a drink I met a chap I hadn't spoke to before and he reminded my husband and myself about Klooks Kleeks, a club that was famous when I was young. It was lovely to catch up on the past. The Alliance is definitely a local pub which is rare these days and makes it stand out from other venues.
The Alliance is part of the fabric of West Hampstead. Going there with my 5 years old as well. We all have a great time every time we go.
The Alliance is part of the heart and soul of our little corner of West Hampstead - please help us preserve it.
The Alliance is part of the social fabric of this part of West Hampstead.
The Alliance is perhaps the only family friendly pub in West Hampstead/Kilburn and since having our first child this year it's the only pub we are able to go to really as it has a family friendly atmosphere, accessible for prams and big enough space to have a pram next to your table and it has baby changing facilities also accessible. I don't think any other pub in West Hampstead or Kilburn has those key three things. So if it closes as a young family we won't be able to go out to socialise together or with friends again
The alliance is really important to the local community, it's somewhere you know you'll always be greeted with a friendly face and it's a lovely and relaxed atmosphere for people of all ages. I love taking my family and friends there for special occasions and a Sunday roast.
The Alliance is such a great pub to pop into for a drink on the way home from restaurants further down Mill Lane & West Hampstead. Always loved meeting family there for lunch, such a friendly ambience. It is always a favourite spot I bring Australian visitors to. The neighbourhood needs The Alliance to keep trading as a pub please.....
The Alliance is such a key part of our lives in West Hampstead. We have been visiting for years and it is a haven from the hustle and bustle of everyday life. The staff are wonderful, as are the patrons, and it is so clear how valuable it is to the community. When you visit you are treated to the sounds of people of all ages; I love when there are big families with lots of kids there. A true neighbourhood institution and it is devastating to think we might lose it.
The Alliance is such a lovely pub that really is at the heart of our local community, it would be a tragedy to lose it as a community asset and would seriously negatively change the vibe of the area
The Alliance is such a memorable pub for me and my partner where we had our first date, celebrated birthdays, so many memories created in that pub. We know the servers too, they are very friendly. Such a great place to grab drinks especially when the weather is nice. The Alliance is such an anchor to the locals, the go-to place.
The Alliance is such an important part of the community fabric in the North West of the borough! If you want me to say anything official to Camden to support the ACV in my capacity as Leader of the Opposition I'd very happy to do so - please just contact me!
The alliance is such an important place for locals, it offers a great safe space for meeting with family and friends. We love it so much and is a shock discovering about its closure as we used to go weekly or so as it's my favourite local pub. Without it we will have less outings as nothing similar is offered nearby.
The Alliance is such an integral part of Mill Lane and the surrounding area. It has been the local for many years and with all the pub closures this country is facing it would be a crying shame to see this one close too. I truly hope for the sake of the community that it remains and continues to serve the locals now and far into the future.

The Alliance is the closest pub for so many of us, it's a hub and meeting point, it keeps the street alive at night. Without it, it would become a soulless, shut up street with no sense of community. Whenever I walk past it's always buzzing, people are always drinking and chatting outside - Losing the pub loses the atmosphere as we all shut ourselves away in our homes.
The Alliance is the closest pub to our house, its really easy to reach; we had many life events held here, from celebrating a christening, a confirmation, and end of year service for the kids with other families. We also regularly meet up from other mums from the school who live on Rawenshaw Street and Solent Road. It's a quieter pub then the ones on West End Lane, much more suited for us.
The Alliance is the heart of our community! I've developed so many friendships there – I can't imagine how lonely we would be as WH newcomers without it! Please please save it
The Alliance is the nicest pub in all of West Hampstead. There's not much more to it than that. It is authentic, lively without being obnoxious, family friendly, has good food, reasonable prices, friendly staff and cozy atmosphere.
The Alliance is the nicest pub in the local area by quite some way. West Hampstead has a couple pubs but everyone on the other side of Mill Lane loves The Alliance because it's the only community-feeling, local, friendly, and just genuinely really nice pub around. It's such a fantastic pub and there aren't enough of them so there is real demand for The Alliance. It would be such a shame for so many people if The Alliance were to close down.
The Alliance is the only local pub between West Hampstead, North Kilburn and Willesden Green that actually has a soul and feels safe. It is independent, has great food and a local community feel that not many pubs are able to replicate. With Willesden Green not having a nice / safe pub anymore, and the West Hampstead pubs being mostly soulless chains, the closure of the Alliance would destroy the local community! It has such a special place in my heart, with it being where me and my partner would meet and chat for hours when we had just started dating. It's the only pub where I would be happy to take my parents out for a meal. Hope the council c knows how invaluable it is when reviewing the application!
The Alliance is the only local pub out of the centre of West Hampstead, serving the local community in the immediate vicinity. It is absolutely irreplaceable. If it is redeveloped it will never return and there is no chance of anything replacing it, this local community space will be lost forever.
The alliance is the only place we can go for a nice dinner or drink out while still bringing our dog. He can't be left at home because he has dementia and is very anxious so this is the way my family gets to go out together with our dog and all while being within walking distance of our house. We would be very sad to see it go.
The Alliance is the only pub in the area and is central to the community of mill lane, Cricklewood and west end lane. It has served as a meeting place for several local groups (eg West Hampstead community school PTA and governors, friends of fortune green, friends of the earth) and is a friendly venue. Food is good and the staff are friendly and welcoming.
The alliance is the only pub in the immediate area, it's the best spot to chill whether on a weekday or weekend, or to just grab a burger and a beer after a long day. It is the only pub spot serving the local community and to lose it would be to lose a huge asset. I am disabled and live with chronic pain and sometimes the Alliance has been the only place I could make it to by foot; it has given me a space to eat and relax without having to go down to West End Lane which is significantly further.
The Alliance is the only pub in the local area and by that I mean that you can walk to without having to hike. It contributes to making Mill Lane and the surrounding area feel like a community.
The Alliance is the only pub left on mill lane and represents an important part of the community. For this to be swallowed up by more flats that none of the local community can afford would be a complete disgrace. Save our pubs!!
The Alliance is the only pub on Mill Lane and serves a purpose providing a quieter ambience than the west end lane pubs. It has hosted integral events and meetings for the Fortune Green area over the years including the wake of much loved John in 2019, and celebrations when Liberal Democrat's have won local elections. It is a space that needs to be protected.
The Alliance is the only pub on Mill Lane, it has a friendly atmosphere for people to gather (especially when other coffee shops and wine bars etc are either temporarily closed or shut in the evenings). The Alliance brings a sense of community to Mill Lane and it would be a real loss to the area and local residents - like myself - should it permanently close.
The Alliance is the only pub serving this area of West Hampstead. It is in a more residential are than others on West end Lane such as the Black Likn and has a very relaxed ambience as a result. To lose the pub would be a real loss to the community

The Alliance is the only pub within a walking distance of my flat that is family friendly and welcoming to young women (compared to somewhere like the North London Tavern). I went to book it for a world cup match and was genuinely upset to find it had closed, especially through no fault of its own. It is essential within the local community and it's closure would signify the downward slide of communities losing third spaces for socialising and coming together.
The Alliance is the only pub within about a mile radius which serves decent British beer, has affordable food, and welcomes people of all ages. It is a beautiful venue with a gorgeous long, horseshoe-shaped wooden bar and wooden floors and big windows. So welcoming!
The Alliance is truly my local. The only one I've really considered to be that in my 30 years in London. It's much more than just proximity. It is truly a community hub and my life would be far poorer without it. Please save it.
The Alliance is what keeps Mill Lane alive and makes me feel safe walking home in the evening
The Alliance is without doubt the life and soul of our community especially since the current leaseholder took over. It is the heart of this West end of Mill Lane.
The Alliance makes a significant contribution to our community.
The Alliance needs to stay as an ACV as we loosing places where community can come together and meet other people and families who live in the area. The Alliance welcomes everyone including young children and dogs. We need to protect our public houses and not turning them into more expensive flats which local people cannot afford.
The alliance offers a different type of pub to those on west end lane. It is more family friendly and would be a travesty if this was turned into more flats....
The Alliance pub has been a community pub for over a century.it represents the true community pub in West Hampstead with a diverse demograph
The Alliance Pub has been a stable ever since I moved to West Hampstead 4 years ago. I absolutely love the community feel and the weekly pub quizzes. I've tried so many pubs in the area but this is by far the best one. Please don't let this amazing pub close. It's a great asset to the community.
The Alliance pub has been an important part of the community for years. It was where I met friends and socialised while I was growing up, and it holds so many memories for local people. It's much more than just a pub – it's a place where neighbours meet, friendships are formed, and people of all ages feel connected. For many older residents, it provides a vital place to get out of the house, see familiar faces and combat loneliness. For younger generations and families, it helps create a sense of belonging and community spirit that is becoming increasingly rare. Independent community pubs like the Alliance are at the heart of neighbourhood life. They support local events, bring people together, strengthen community ties and give people a place where everyone is welcome. Once places like this are lost, they are almost impossible to replace. Protecting the Alliance through ACV status would help preserve not only a historic local business, but an important community asset that has served generations of residents and continues to make West Hampstead a stronger, more connected place to live. I strongly believe it deserves to be protected for future generations.
The Alliance pub has been an integral part of the community for over 100 years and is a welcoming friendly & wonderful institution. It's what gives our area its vibe and character and to lose it would take away the life and heart of the area. It should be supported and cherished and it would be a disgraceful tragedy if it were allowed to be the victim of commercial real estate greed. The current tenants have put their heart and soul into it and have created a wonderful environment with fantastic food. It's disgusting that their efforts and hard work in such a challenging financial environment should be rewarded in this way.
The Alliance pub has stood on this site for well over 100 years & it would be a disaster to take this away from local people.
The Alliance Pub is a local landmark and important to us as a place to go for lots of reasons. The area is crowded. I don't want the site used for unattractive businesses or flats. It's within view of my house.
The Alliance pub is the safest for women in West Hampstead. Trust me
The Alliance serves as 'the local' for a huge number of residents over a substantial area of West Hampstead/Kilburn/Cricklewood. Pubs are closing all the time, so please protect this one
the alliance serves its community well there is nothing quite like this down Mill lane at all. It serves it community much more than any conversion to private unaffordable flats! Th e local community desperately needs communal socialising opportunities.

The alliance serves such a different role to other pubs in the local area which are either more sport or cocktail based. the alliance feels much more community lead and friendly. I knew most of the employees by name, and have many people in the community because of attending the pub quiz. It would be devastating to have it turned into flats when it's so well used and loved by the local community.
The Alliance should be kept as a pub as it is a focal community point for those loving locally. It is also one of few pubs locally where you can take the whole family.
The alliance was a huge factor when choosing our flat to rent. We live a few doors down and this pub acts as our garden as we don't have one. It is the ultimate third space for us. We often don't even drink alcohol there we come after work just for a soft drink as it is a space we can sit outside after work. The family and calm energy of the alliance attracts us.
The Alliance was an integral part of our community since we moved to our house within a short walking distance. The pub is friendly, welcoming and suitable for all ages from toddler lunches to my 91 year old mum. We have met neighbours, colleagues and many others here. It has been a lively safe gathering spot and kept that end of Mill Lane busy and populated for many years, to the benefit of the community. One need only look at how drug dealing and poor behaviours have increased exponentially at Willesden Green since the closure of the Queensbury local pub - a similar venue - to see how a moderate well run pleasant pub can maintain a calm and pleasant environment for everyone in the surrounding area - a genuine community asset.
The Alliances gives Mill lane an identity and character. It brings people together who may or may not have a social group. essential in this age of loneliness
The area along Mill Lane remains a commercial no man's land with a few good places where the local community can gather. Although West End Lane is lovely and has a pub, it is often frequented by tourists and feels overcrowded, particularly on the weekend.
The area has no other pub
The area needs a place where people can meet and socialise informally, have a drink, eat and celebrate in family groups. Without the Alliance the community is bereft of an important social resource
The area needs more pubs and less building work and demolition of the local architecture. The high street is dying and we need to understand how valuable these establishments are in maintaining community
The atmosphere at the Alliance is so special and friendly for everyone. A single woman can go there and feel completely safe and welcome. Its lovely to see families and children there. Other pubs in Cricklewood and Kilburn do not have this lovely atmosphere. The Alliance is a very special and valuable pub for the community around.
The best roast in West Hampstead and an overall lovely pub , this will be sorely missed
The building shape and character is unique in the area and makes this place very special
The community has a lot of housing, with more being built at the moment. Some projects have spanned nearly a decade and aren't complete. What the community needs is a space like the Alliance to bring everyone together - bigger than the small cafes, more lively, and with typical London character.
The current owners doubled the food prices when they bought it which priced out a lot of people.
The history of the alliance goes back approaching 140 years It's been an integral part of the community throughout that time It's been increasingly obvious that there has been a shift in the operating of the alliance recently Food offerings have substantially reduced and prices have increased - in what feels like a deliberate Act to render it less viable
The suggestion that this potentially would be converted into residential accommodation would be a total abuse of the system This is a much loved and much used and popular local amenity which needs to be preserved for the community
The is a real lack of independent and quality restaurants in West Hampstead, particularly away from the main busy high street. I frequently think that the area would do well to have another pub, not one fewer! I will be very disappointed to see The Alliance having to close.
The neighbourhood, like the rest of London, will lose its soul and charm if you keep selling social institutions like the Alliance for flats. Tourists won't care to visit a soulless neighbourhood and locals are losing their spaces to socialise with their neighbours. It's pathetic what the councils are doing.

The only pub in this area. To some extent it also makes Mill Lane safer once other businesses have closed for the day.
The only real pub in the area - have enjoyed it for almost 20 years.
The pub has been there my whole life and is a crucial part of Mill Lane. If the Alliance closes a part of Mill Lane will be missing.
The pub has long been at the heart of the West Hampstead community.
The pub is a favoured social hub of the community
The pub is a key part of the community of Mill Lane. It is genuinely rare in London to find a community pub like this, and it was a key reason why I moved to the area, and a big part of the reason why I enjoy living here. I've met members of the community through the events they run, and feel genuinely welcomed and at home here. Without this pub, we lose a real economic and social asset to the community - there's no similar social spaces in the area. I have a knee injury which means that when it's flaring up I cannot walk very far, so without a social hub here this would mean I may not be able to travel easily to another pub, as the closest alternatives would be in West Hampstead or Cricklewood which are sometimes too far for me to walk to. I urge you to reinstate the ASV to protect this important part of the community, and to allow the community to socialize and flourish.
The pub is a must keep. It fills a huge gap in the neighbourhood for those in cricklewood to kilburn and west hampstead.
The pub is a pillar of our society and although times have changed they are a key for social cohesion
The pub is a very special place to me, I go in there on a regular basis and was the last place I could take my gran before she passed in December. To lose the place where one of the last outings she had would be devastating and devastating for the community to lose such a pub. Don't turn it into flats!!!!
The pub is a vital community asset where we can drop in at any time to socialise. We have lost the wine bar, and to lose another neighbourhood meeting place would be a social disaster. Meeting up with friends is vital for our health and well being. It's not just a pub - it's free and important therapy! We need it!
The pub is an important part of the local community. I think the current owners have tried to erode that (the first thing they did was rip out all the bar stools) meaning that while I still go there, I go less than I did under Mike, as it feels less welcoming to local people now. However we do still go as a governing board after governors meetings, and with other parents/ friends. I attend pub quizzes most Tuesdays but rarely attend the one at the Alliance as the quiz isn't as good as others (Alice House, Gallery etc) and the acoustics are terrible. If they fixed the quiz issues I would be there every Tuesday for quiz! It is my local pub and I would rather go there than walk past it and much further to attend different pub quizzes in West Hampstead.
The pub is essential to the local community. It is part of the British culture, a place to foster the community environment.
The pub is in an area without other facilities and the Alliance is an excellent local pub
The pub is incredibly important to our community, it is historic and we have been going there for as long as we have lived in this area, over 35 years. We have held meetings, celebrations socialised with friends. To lose it would take the heart out of community and be a major loss to social cohesion and our sense of place.
The pub is the absolute focus of my 97 year old step-father's life. He has been a devoted drinker there for at least 15 years. It is a focal point in our family conversation. There is no replaceable pub within walking distance for elderly folk. The decision to close it had hit our family very very hard.
The pub is the reason we wanted to move into the flats above it in the first place. The atmosphere on the street with the large windows and people enjoying food/drinks outside make the whole street more appealing. If the pub wasn't there, we would not have moved to this area.
The pub really is at the heart of the Fortune Green. It's intergenerational appeal is very important to the social fabric of our community. I meet friends in their 20s, 30s, 40s, 50s, 60s, 70s and 80s there! If we lose this building as a pub we will never get it back. Having just had a new baby and living very locally, the amenities in my immediate local area, especially Mill Lane, has been vital to me getting out of the house and building my confidence as a new parent.
There
There are barely any pubs left, don't take this one away from us also!

There are enough high end flats in West Hampstead. Just leave this as a pub. Before the last ACV was awarded The Alliance was a busy, friendly local pub with a little area for kids. We used to go for brunch and lunch regularly. The newer iteration was a little more high end but still nice. It is important that it stays as a pub, we don't need more expensive flats. Why build more flats with nowhere to go? You also need to reduce the business rates and encourage empty shops to be occupied again to create footfall and a more "village" feel around Mill Lane. Think big and preserve the community!
There are few decent pubs in the area and loss of the Alliance will mean having to travel by bus to the nearest pub.
There are few establishments in the area like the Alliance, it massively adds to the local offering and would be a huge shame to lose it.
There are no other assets like it nearby and it the community needs this meeting space. There is no where else that has an intergenwratonal meeting place There and it is needed.
There are no other local pubs in Mill Lane or around!
There are no other pubs anywhere nearby
There are no other pubs or venues in th
There are no other suitable venues for meetings in our neighbourhood.
There are not many other spaces on Mill Lane that are set up for the community. The bar next door is never open, same with the wine bar down the street. Others are all restaurants e.g. you would have to buy food to go there. The pub is therefore unique for the community to come to spend time without spending a lot of money. The alternative is to trapse down kilburn high road which is also not as safe at night, so I would prefer not to do that. I am about to have a baby too and think the Alliance would have been a great base for bringing her and meeting parents etc. Really sad to see it go.
There are not that many pubs in the neighbourhood. And most pubs are more like bars. This is a true public house for our community.
There are numerous pubs closing in the area, and this is the only one on the whole of Mill Lane. We need more places to get the community together, not less.
There are so few real pubs left in West Hampstead. Not only is this one of them, but it's a special one. It's warm, comforting, happy and a place of so many happy memories for the past 12 years! I so hope there is no case to take this important community pillar away from the people it serves.
There are so many better places for flats on the local area and more and more pubs near me closing/converting which has a direct impact on so many ways to bring about an element of community. One of my biggest memories of this pub was the Euro 2024 final. I had booked a table and asked if my Spanish friend was okay to be there in their kit, they said of course. Despite the pub crammed full of England fans, not a single one of them minded my friend jumping, cheering and celebrating spains goals. With many congratulating him at full time. It is one of my proudest moments to be English and and England football fan. Without pubs like the Alliance, this memory for me and my friend never happens. This memory instead turns a real sense of community into watching at home on TV or forced to a pub with a much less welcoming atmosphere where my friend truly could not be himself. I ask those who seek to make any decisions around the future of the Alliance one question, what is the point of seeking a price on everything if you know the value of nothing?
There are very few actual traditional pubs in the area. The one closest to me closed years ago. There are a few Irish pubs but they are not somewhere I would go to socialise
There are very few other pubs within walking distance and no others that I would want to go to.
There are very few pubs in West Hampstead.Losing this one would be a real disaster
There are very few traditional pubs in West Hampstead
There aren't enough friendly local pubs. We meed them!
There is a clear community need for a pub on Mill Lane, away from the noisier environments of West End Lane and Kilburn High Road. The pub is a great spot for going with family or friends for food and drinks. It would be a huge loss to the local community to lose this pub.
There is a huge lack of family friendly community pubs in this part of West Hampstead / south cricklewood. The area is full of kebab shops which aren't suitable for family meals. We go this pub all the time for a friendly family meal. It's always busy in the evenings. Please support it to stay open.

There is a sorry lack of neutral places to meet. Community is the most essential part of our city, indeed our country. There is a very healthy side to profit and business but community and family are far more important so if we erode the opportunities for people to meet casually and without prior arrangement, if we take away places where we can meet and greet our neighbours, if we take that factor out of people's lives we make the area much less attractive and lives a little less enjoyable . This is dangerous for community and devastating for the elderly who can't rearrange themselves or find a way to go to another local.
There is an assault on pubs at the moment which must be stopped. Pubs are one of the few bastions of community cohesion which are left in the modern day.
There is no other comparable place to have a drink with friends locally and I'm very disappointed to have seen it's closed. West Hampstead is too busy and Kilburn/Cricklewood don't have any nice places I feel safe and welcomed. Alliance has been part of the local area for such a long time and will be irreplaceable.
There is no other pub like the Alliance. Please save it!
There is no other pub locally and it has developed as a friendly neighbourhood asset and centre.
There is no proper neighbourhood neither any community without a local pub, just a dormitory street !
There is no value to the community by putting flats here
There is nothing else close by! We need this one in our local area. It makes everyone happy. They let our dogs in.
There is nothing else in the neighbourhood!
There isn't another pub in West Hampstead with the same familiar atmosphere.
There really is nothing else like it in the area, it's always full of a lovely community friendly spirit.
There's nowhere else near home for a drink. This is essential for the community
There's not many pubs like the Alliance in West Hampstead, the building has got great character and is a lovely pub
They have an amazing Sunday roast and we love going with family
Thinking about not having the Alliance as my local pub truly breaks my heart. There is no place like it in the area and adds so much charm. My father in law visits frequently and he is always so happy to come in and enjoy their gluten free roasts. Save the Alliance!!!!
Third spaces are crucial for the community and we need more of it, not less. Alliance is an inclusive pub, sadly there is no alternative in the neighborhood. The closure will be a significant loss. Please let's keep it.
This Alliance is sort of landmark that connects Camden with Mill Hill part of Barnet Council on unity of social gathering and easy access to get back home in any direction one comes from
This area has very few pubs and this is the only one that's suitable for older people- who make up a significant proportion of the population. It also provides a good meeting place.
This feels like one of the last true local spots in an area that has become over crowded and inundated with high street names like Marks and Spencers and Five Guys. It would be a real shame to lose a beautifully maintained and well attended pub with flats, there is already so much over crowding in the area.
This has been a go to place for us since the kids were babies to now when they are mid teens. It's been great for a quick meet up or Sunday afternoon lingering and would be a shame to lose such a vital part of the community
This has been a pub that I've frequented since I first moved into the area in 1983. Have made many friends over those years. In a time when people are suffering from loneliness and mental health issues taking away a social establishment like a pub is not helpful to their situations.
This is a beautiful pub that upholds the community spirit for which the character of Mill Lane and the local area is desperate for. Without this essential part of the area, it falls into a characterless and benign part of London that happens to fall between Kilburn and West Hampstead.
This is a brilliant pub in brilliant location, run and staffed by brilliant people. Losing it would be an exceptionally great loss to the community. Please do not let it go.
This is a complete travesty. The Alliance is part of our community. It is well run and acknowledges locals. There is nowhere else around; no community pub. This is the hub of the community, used for celebrations and wakes. PLEASE, do not destroy it!!!
This is a crucial asset which serves the community across the age groups and it is a local hub where we can meet and spend time together. It needs to remain where so many other resources for the community have gone

This is a fantastic community pub, it is needed in the area. Mill Lane is better for having The Alliance there, it should be saved.
This is a friendly, local, social place to meet friends and a safe place if I want a quiet drink on my own
This is a gem of a pub and pillar of the local community!
This is a great meeting place in an otherwise relatively poorly connected part of West Hampstead. It would be ridiculous to lose it when there is no other similar venue between West Hampstead and Cricklewood and it should also be noted that this will leave the central area of the Fortune Green ward without any pub. It is pretty much always busy so there is clearly demand for a nice local pub - the only reason it would be economical to turn it into flats instead is because there aren't enough tall buildings in West Hampstead compared to South Hampstead, but the solution to that is to give planning permission to taller buildings with more flats in, not to let residential demand crowd out commercial demand. The ACV is the best approach in these circumstances.
This is a lovely community-centred pub. It's a great place for socialising and meeting old and new people. People can drink safely, enjoy themselves safely - a good local like The Alliance is vital to the community's mental health and quality of life. I cannot think of another place as well-run, versatile and suitable within a 10-15 minute walk. It would be devastating to lose this local gem and heart of the community.
This is a pub that was my parents local in the 80s/90s and is my local now, it would be a huge shame to lose such a long standing establishment
This is a pub. It has been since 1886. Take away our community assets and we will have nothing. Shame on you.
This is a real hub for the community and deserves to be saved from greedy developers.
This is a really important place for the local community. Please give it a license to be open again as soon as possible as a Pub.
This is a really poorly worded survey! But The Alliance is a great pub and nothing like it for miles
This is a safe, friendly space that is inclusive of sports groups. It has been a staple for our teams for years and it would be a shame to lose it. There isn't anywhere else locally that would accept us. Everything is getting so fancy and moving away from pubs that it no longer forms a place or point in the community that we can safely hang out.
It's making sport more transactional, losing the community feel that I love so much about it.
This is a spot we take our family as it is close by and has a community feel. It would impact how we socialise together as this is our central spot.
This is a true community pub. There are no other pubs on Mill Lane or nearby. It has been excellent over the years with great food, extremely friendly and welcoming. It would be a tragedy if it didn't remain a pub. It has always served a varied mixed age range of locals which makes it especially welcoming.
This is a vital part of the community and feel it was just getting going and is now being closed down - it could have held more events to bring people in
This is an absolute abomination. West Hampstead does not need more soleless flats. We need to preserve our culture - not replace it with finance AI robots renting soleless flats lining the pockets of some investor landlord who doesn't even know the area. I am truly saddened by this. There are many older residents in the area who rely on this pub for a little socialising and a pint. Where will they go now?
This is an incredible pub, and I can't overstate that. From its ambience to how safe it felt for a lone, queer female, I've already felt its loss. It's about a 25 minute walk from my flat and there are certainly decent pubs much closer to me, but The Alliance was my favourite by far, and that extra walk was easily worth making every time. Even my German partner, who doesn't 'get' (or enjoy) British pub culture at all, was upset when I told them that it was closed; it really was the one place even they felt comfortable to spend hours in. It's honestly devastating that it's closed, and the thought of it not reopening as a pub again is just awful.
This is an integral component to our community...a "Cheers" where you walk in and while not everyone knows your name, you are always welcomed. And it's a nice option to mix with people you may only know by sight but they become pals.
This is an integral part of our community. So many shops and spots have been driven out of the area, it's feels unrecognizable and makes me so sad. Especially as a Celiac I really treasure places that are not only GF safe but lovely and communal like The Alliance. Especially in the winter months when it's so dark, grim and lonely, having my local nearby makes a huge difference. Please protect our local!

This is my second time filling in a form to support an ACV for this my local pub well nothing has changed since the last time. Why only 5 years? Please camden council help us to keep this essential watering hole and meeting place. Many thanks Michael.
This is one of the furthest pubs from where we live and yet we choose to go because it has such great service, delicious food and a lovely relaxed atmosphere! The drink options are great and the pub quiz is fantastic (we won once!) There is really no other pub option down that way so it will be a real shame if this is closed.
This is still a pub as pubs should be; a place to meet your neighbours and create a community.
This is such a travesty to the area. The alliance is a local and integral asset. It would be such a shame to have to migrate to the highstreet and lose any sense of community. Independent establishments are so important to any area and it's a shame to see our council not prioritising this. This establishment brought community and a safe environment to all and we would be devastated to see it go.
This is the last local community centre after The Queensbury at Willesden Green closed and it is vital for the locals as a whole
This is the lifeline of the local community and one of the last community spaces in this area, its loss will have a big impact on the character and cohesion of the neighbourhood
This is the only low-key attractive pub anywhere near me, making it a proper locals' pub, where it's still possible to have relaxed time without masses of people around me. PLEASE KEEP THIS PUB!!
This is the only nearby place of its sort. Important for the local community to meet with friends and neighbours. There is no substitute
This is the only pub close the Gondar/Hillfield end and helps to keep Mill Lane as a community environment
This is the only pub in our area. To lose it would leave the neighbourhood so much poorer. I don't know where I would go to meet friends or have informal meetings with our residents group.
This is the only pub in the area of this kind. The ones on West End lane are much more for young people. We're losing too many pubs and their such an integral part of a community
This is the only pub in the area, it is so well loved, and its absence will be felt. Please, please, save this pub.
This is the only pub in the local area which is also a glorious building with special history
This is the only pub/ business of its type on this road. It's excellent and a key part of the community here. You've already cluttered the local area with apartments and new dwellings and the amenities such as pubs which are a focus for socialing, eating, and celebrating are all disappearing. It's not on. We want pubs not more flats.
This keeps on happening. I am fed up with pencil-necks in Camden Council constantly trying to get rid of our precious local facilities, and for what? So that they can save money? Look good to their 'superiors'? Well maybe its time they woke up and smelled the...(put in alcoholic drink of your choice)...because as rate payers we are the 'superiors'..capiche?? And we want the Alliance...right here, right now...
This location has had multiple goes at being a pub in the free market. There is a dire shortage of housing and restricting sites for quaint nostalgic notions of "the local" is daft. Camden should support high quality residential infill in this location. It is a site with utility services available and within walking distance of several transport nodes. Awarding an ACV is a horrible idea especially given the community centre around the corner.
This place has been a hub for the local community, for many many years. It has brought many people together.
This place is a community asset. It is great to be able to pop in after work or with family. I would like to use it more often.
This place is a vital element of the local social life. The venue is beautiful
This pub has been a much-loved part of our family life for many years. My children have grown up coming here, and it has always provided a warm, welcoming and family-friendly environment. It is far more than just a pub; it is a community hub where friendships are formed and memories are made. Its closure would be a real loss to local families and to the wider community

This pub has been a pillar of the community for at least as long as I've been living in West Hampstead (2013). It has the unique ability to appeal to people of different ages and backgrounds. Ownership / management have changed over the years but the pub has continued to draw people in. It acts as a refuge , a social hub , a place for locals and others to meet and interact on a relaxed and informal basis . It would be a great shame if it disappeared, not least because other pubs are not as close and do not have the same social diversity.

This pub has been an integral part of the community for my entire life. It has always been a well run pub with a loyal, very local customer base. The "owner" of this pub isn't really the "owner". They're simply a custodian. They do not have the right to take something that belongs to the community and turn it in to more shit flats.

Look at Mill Lane and what's been done to it with shops turned into flats, garages turned into flats; back gardens on hillfield road sold off more abject shoebox flats.

The community needs this pub and supports this pub. It's always busy when I visit so the "unviable business" argument is surely a non starter.

This is an affluent area (now). The pub needs people running it who can cater to a changed demographic. The market is there if you know what you're doing. It's clear it was bought to run it in to the ground as a pub, claim it's not viable and maximise the property development angle. They shall not pass.

This pub has been part of the identity of our local area on West Hampstead, Mill Lane and surroundings, it's where we go since my children were babies and they're on their teens now. We have spent many a time celebrating meaningful moments of life. It's a place that holds the community together. There's still so much we can do with our local pubs to encourage more bonding within the community. Looking forward to keeping our lovely pub The Alliance.

This pub has been used by generations of my family.
It has given me some wonderful moments and memories, especially of my own father.
I hope it will do the same for my children and grandchildren.

This Pub holds a special place in my heart. It's not ok to close it up and convert into what- maybe 15 flats!
To have a space where communities can gather is essential. There's too many places closing and too many spaces being removed

This pub is a central feature of the neighbourhood

This pub is a huge part of my reason to stay in this area, I have been coming to it as my local for over 5 years, not a single other pub in The area makes me feel appreciated and known. It's a place that gathers community together and no other pubs in the area do this for me. If this goes I will likely up and move

This pub is a local community hub and should be preserved as an ACV to maintain the associated benefits provided.

This pub is a pillar of the community

This pub is a staple of the community, there is nothing like it within the area without going to the horrible main high street. It's also got a great atmosphere and good staff. would be such a shame for it to close

This pub is a unique venue within the community. It's one of the very few local places where you can meet with friends and family and still be able to relax and talk. It is a great venue with a lovely mix of customers if all ages. It's quite a contrast to all of the pubs in West End Lane which are noisy and not family orientated. The architecture itself is beautiful and a wonderful asset for the surrounding area.

This pub is also an architectural heritage asset.its been a pub for hundreds of years: once it is lose we will never get it back. History is priceless

This pub is an integral part of the fabric of West Hampstead - it's so friendly and welcoming to everyone and has always been. Replacing it with flats will do nothing for the social fabric or for the community!!!! Why do we need more flats??? We need to save our pubs - especially one as fantastic as the alliance

This pub is far more than a place to drink. West Hampstead has an amazing community, and community happens here, in The Alliance. It is one of the few genuinely accessible, informal meeting places that anchors the daily life of families and local groups in this part of Camden. My local netball team and parent groups from the surrounding schools. It sits within walking distance of our homes and our children's school, which makes it one of the very few community spaces that parents with young children can actually use without the logistical hurdle of travelling further afield with babies and buggies.

These small, repeated gatherings are what build a community. They are how parents who would otherwise be isolated form friendships, how new mums find support, how local teams stay connected outside of training, howw children grow up recognising familiar faces in their area. None of that is replicated by a coffee chain or a private venue. A pub like The Alliance is welcoming, walkable, unbooked, and open to everyone – and that combination is rare and getting rarer. Once it is gone, it does not come back. The casual catch-ups will quietly stop happening. What's lost is not just a building but a piece of West Hampstead's social infrastructure – the kind that takes decades to grow and minutes to demolish.

The Alliance is an Asset of Community Value, and should be protected as it has been twice before.

Camden's own Local Plan Policy C4 (Public Houses), alongside London Plan Policy HC7 and paragraph 98 of the NPPF, requires the protection of pubs with community value and the safeguarding of community facilities against unnecessary loss. The Alliance is precisely the kind of pub these policies were written for.

For these reasons, I ask that it be retained as the community asset it has long been.

This pub is gorgeous and been such a lovely pub to have when I've just recently moved to

This pub is intrinsic to the area, it's friendly and inclusive for all ages, groups and it's diverse, more so than many other pubs locally, which can be 'male' dominated or are full of young people only. We need a pub that reflects the entire community.

This pub is never empty and pubs are shutting down left right and centre. We do not need more flats... we need more social landmarks which this pub offers.

This pub is one of the glues of our community. Without it the community will lose a place where you can pop down and know there will always be a familiar face. Many single, lonely people rely on this for company.

This pub is part of our family

This pub is part of the heritage of London and the neighborhood of West Hampstead. It should be protected from turning into anything other than what it is, a community hub.

This pub is quite unique in its value to this end of West Hampstead. No other pubs or social hubs nearby.

Nearest other pubs are loud and often rowdy.

Alliance is SO special and essential to its community

This pub is the heart of a rare thriving street of much loved independent businesses

This pub is the life of Mill Lane and give it character and kerb appeal as destination as a standalone to West End Lane and not just a thoroughfare. The road is dead without the alliance

This pub is the nearest to where I live and the only one in the Mill Lane area. I prefer it to the West End Lane pubs which attract a younger crowd and are noisier. It is friendly and is also just a few doors away from West Hampstead Arts Club where I have attended many gigs and events so is the perfect pre-gig meeting place for friends.

This pub is the pillar of NW6. It is the beating heart of West Hampstead and a gem of a pub. It attracts the best crowd and has a great family atmosphere.

This pub is very much a hub of social activity in Mill Lane and should be supported to be maintained

This pub should never close. It has truly been an icon since I moved to West Hampstead 6 years ago. It would be a huge huge loss x

This pub was doing so well and always such a lovely friendly atmosphere. The staff got to know me and would always be so welcoming when I came with anyone. Dogs and children also welcome.

This should be kept as a pub rather than turned into yet more overpriced flats

This side of Hampstead towards Cricklewood/Kilburn etc. the alliance is one of the rare pubs in the area with a nice relaxed ambiance, good events, and great food. The staff are also all lovely and welcoming. If we lost the alliance I would fall short on pubs in the area that I feel comfortable going to and especially taking friends and family to. London pubs are closing at an alarming rate. There's many more locations to build flats, but pubs like the alliance are never going to be rebuilt. Let's keep it in our community
This was the first pub I went to after moving to London and from the second I sat down it's become a core part of my interactions with the local community. I've made amazing friends, and learnt a lot about the people that live around me in a way that would've been so much harder without it. I remember walking past the Alliance and seeing a huge crowd of families who had just attended a wake for a local woman of the community. I ended up talking with strangers for hours. I love this pub. Everyone I live around loves this pub. Losing it would lose a core third space where people can connect with each other at a time where people feel more disconnected than ever before. Come on now
This would at a time many high street enterprising are struggling to exist on the West Hampstead high street have a definite negative impact on our community and lifestyle
This would be such a shame for the community and I truly hope people listen to the community and keep this establishment open for a long while to come!
Together with other businesses it is integral part of wider Mill Lane community vibe,. Provides jobs for young people.
Too few pubs left now. They are crucial to community structure.
Too many pubs are closing down in the area
Too many pubs are disappearing. The Alliance is a much loved pub and part of the community/the life on Mill Lane. It is friendly and welcoming, safe, no troublemakers .
Traditional pub and a key community asset suitable for people of all age groups. Encourages inter generational mixing due to the diversity of people that use it.
Very important to keep this local asset as one of the few pubs in the area which helps make this part of NW6 liveable and promotes the cohesion of the community.
Very local and great community feel, love it
We are an ancient couple, both over 80, so not frequent pub visitors, but we like to gather there with our daughters and grandchildren for celebration meals. We've lived here more than 50 years and the Alliance has been part of our and their lives. We live a few minutes away from there so it's easy for us to access and we've always felt welcome. I realise pubs are in difficulty but it would be very sad to lose this one.
We can't lose the few community assets we have in the Mill Lane area. It's part of our local heritage, and is loved by residents I know.
We celebrated the christening of both of my children there and socialised with our neighbours and now friends there.
We had our wedding breakfast there. Food and service were tremendous. Such a great venue
We have been going to the alliance since we moved to the area. It is a warm place, filled with of people of all ages. The staff is so kind. They are patient and generous with our children. It would be so sad to lose this space.
We have been meetings friends at the Allianz on Christmas Eve every year since our children were small - they are now in their early 20's and still return every year. We are regular customers - it would be such a shame to see the pub closed for good.
We have dozens, if not hundreds, of precedents for this type of case. This is a clear example of predatory development. The pub is well-liked, well patronised and of great local historical value. Precedents elsewhere have shown that predatory developers simply do not care for anything that relates to heritage or community. They're simply happy to rip everything apart and 'develop' for the bottom line. I think this case presents an opportunity to stand up to potential destruction - nothing is inevitable.
We have enjoyed going to the Alliance for years as a family, to meet friends for special occasions and date nights, we would like ourselves and others to continue to do so. As a pub it is part of the streetscape and vocabulary of the neighbourhood

We have moved to the area at the beginning of 2026, during home touch ups we stumbled across the Alliance looking around the area. The bartender ended up to be our neighbour opposite, coincidence, and the workers there, the community, the sense of calm, and the staff remembering you enough that they ask how you are and how the flat is. It is the community feeling you do not find in London, and being born and raised here that was a pub to remember. The loss of the pub, and the drinks on the last weekend before showed community and showed why this pub is needed, people came for the same reasons and left with a smile.
We have recently moved from West Hampstead to Kilburn, and one of the selling points of the move was that we would be closer to the alliance. We have had many nights with friends, wedding planning sessions, dinners when we couldn't manage to cook for ourselves, first birthday parties, etc all attached to the alliance. To lose the pub would be a real shame for the community and selfishly, for us as individuals.
We have so few pubs that serve the end of our community. We can't lose this as a community asset. The staff are warm and welcoming, it's a place for everyone.
We like the Sunday roast there and the friendly staff
We live so close, especially with the World Cup on at the moment, it would be a shame to not have a local to enjoy the beautiful game. And it is sad if an institution which brings the community together goes.
We love our community pub and we love to keep it
We love our pub and it means a lot of us to be able to go to a nice pub at the end of the road where you always see a familiar face or 2, of any age, are always welcomed and feel like part of a community.
We love The Alliance it is our local pub
We love the alliance please don't close
We love the alliance!!! It's such a community staple and losing it would be really sad
We love the alliance, it has a lovely outdoor strip that catches the sun in the afternoon and we will often go after work or on a Sunday to enjoy the evening sun. They also have a new pizza oven which serves great food. In the winter it is cosy and welcoming and feels very local which is what we like compared to more commercialised pubs that you can find on the high street. They do great, reasonably priced roast and it's so nice that they are a two minute walk away. It would be a great shame to lose this local pub, we were really hoping to be able to watch all of the world cup matches in it this summer. This past year we have often gone there to plan our wedding over a pint. Please don't let this wonderful pub fall into the wrong hands!!!
We love the Alliance, there are no other pubs nearby that compare. It is a lovely local pub atmosphere, and has always had a great series of events (pub quizzes, Nintendo nights, board games). It's family friendly and the staff are always so great. It also fits in an area on Mill Lane which provides a fantastic option for people living nearby and is more accessible than some of the more hectic bars/pubs on West End Lane. It absolutely should be retained as an ACV and a pub, and if so we will continue to bring friends and family there on a regular basis
We love the Alliance. It's perfect for a quick after work pint with my girlfriend, or a great Sunday roast with family and the dogs. It has great beer selection, nice vibe, friendly staff, great quiz and live sport. What more could you want from a asset of community value ('ACV')
We moved to the area just over a year ago and the alliance has been an integral part of making it feel like home. Bonus points for being so dog friendly and welcoming!
We need a pleasant informal place that is accessible for all. The location is good as it's in the centre of an area with nothing else similar nearby.
We need a pub at that end of West Hampstead . It l'd important that it is not turned into over priced flats that locals cannot afford
We need a venue like this - it is away from the busy high-street cafes and bars. There is no other like it that is kids-, event- and adult friendly place all in one.
We need amenities in West Hampstead, not more residential units.
We need pubs like the alliance
We need to keep our pubs. These are the soul of the community. It's important to have somewhere to gather and socialise. This site has been a pub for many years and is lived by the community.
We need to protect our local pubs, our traditions, our community
We need to protect our pubs, they are a cultural and societal boon

We really need to keep pubs, and West Hampstead has fewer than most other London neighbourhoods. We already have far too many (unaffordable) new homes being built in this area. We need amenities where people can relax and interact in a warm, comfortable environment.
We recently moved to the neighborhood and absolutely loved having the Alliance so close by. We have young kids and we were always welcomed with open arms so are extremely disappointed to lose this family friendly option
We simply have to keep a pub here - it brings life to Mill Street and this area of West Hampstead. It really brings a sense of community, something that you don't get to the same extent from the pubs/bars on West End Lane for example.
We want the Alliance back!!!
We were very sad to hear the pub is closed. It's integral part of the community and are go to pub. The staff are great, they're welcoming and it's great how family friendly they are. Keep the alliance open!
We would lose the only pub on that road which would be a great loss to the community. They also do the best Sunday roast!!!
We're new homeowners and the alliance got us through our moving in and renovations!!!
We're a local business and we like that the highstreet has a variety of different businesses to help drive customers to the area
West Hampstead and Fortune Green have very few places to congregate outside office hours and this part of the area is particularly badly served. This is the only pub in the Fortune Green ward. It's a cross-generational place where families and friends can meet and celebrate birthdays, work promotions, or commemorate those who have died. It's a place that is local and local people can walk to it. This is an area predominantly made up of flat dwellers (like me) with very limited living space to host social occasions, so we need spaces like the Alliance that can accommodate gatherings big and small for happy or sad occasions. Losing the Alliance means we lose an informal, neighbourhood community space where locals feel safe to come in on their own or in groups. It adds to the social cohesion of our area and helps reduce isolation for some of our neighbours. It's not just a place that serves food and drink, it's an important social hub like our community centre and the local library.
West Hampstead has lost most of its pubs over the past decades - the Alliance dates back to the 1890's and is one of few remaining pubs
West Hampstead is full of chains, there is barely an independent cafe left and the ambience has been destroyed and West End Lane has lost its charm and independence. We are destroying the thing that we loved and what will remain is a soul-less location of convenience based on fast food and transport links. Please keep the Alliance alive. You are killing something much bigger and more important than one pub.
West Hampstead is lacking a heart and soul these days. More fast food outlets and cosmetic surgery shops!! It needs, must continue to have a local pub Others pubs do not fit that category, catering for local people
West Hampstead is such a lovely neighbourhood but it's being changed beyond recognition with all the flats being built. It's so sad. Pubs like The Alliance represent the last pieces of true community that still exist here. The Alliance has such a broad range of patrons from very young to very elderly and everything in between and it truly serves as a hub for people to come together and be together. There are people who feel truly isolated at home but can come to the Alliance and meet with friendly faces. I've lost count of the afternoons and evenings I've had there attending celebrations or watching live events - it matters on a personal level to me that we don't lose this truly special pub. Please think about the community before removing one of the last remaining community hubs we have here.
West Hampstead needs a pub like the Alliance for the family to go to as opposed to a bar which is largely for a younger generation. Holding events there makes it an important local amenity which needs preserving.
West Hampstead needs this central hub, it could be changed into a coffee shop during the day and a licensed bar in the evenings. It needs to welcome those just wanting a drink and not always a meal
What a shame to change one of the iconic pass time place for the community to be converted to flats for a few to benefit. Pls note there are no other pubs in the vicinity at all!

When I first moved to London in 1993, I lived next door to the Alliance. It's part of West Hampstead. It's always filled with people. It's a lovely place to meet and there is nowhere like it. Please don't let it be turned flats.
When moving to the area, I felt so lonely and without community. Then I found the Alliance which was like a tonic during my darker days of mental health. I would take myself there for a drink and to read my book or for a lovely roast on a Sunday with my partner and it made me feel less alone and part of a community. The staff were always so friendly and the ambiance was just what a pub should be, relaxed, and wonderful. I loved the board games and lately the pizza!
When myself and partner moved into the area, this was the first social place that we came. From the offset we felt welcome and it has since become a place where we bring family and friends! It would be devastating to lose the pub, London can be a lonely place at times and this little pub on Mill Lane never fails to make you feel at home! I couldn't imagine living here without it ❤️
WHERE WILL THE PEOPLE IN THE FLATS GO TO SOCIALISE? MORE FLATS FOR WHAT? FOR WHO? SAVE THE ALLIANCE!!!!
Whereas many pubs in West Hampstead have gone down the route of name change, attracting younger clientele with live music, and a more 'trendy' vibe, there is a definite need for a more traditional environment. The Alliance fills this need perfectly; Location. ambiance, character. An ideal place for a peaceful meal in relaxing surroundings
Why are all the pubs closing? We need The Alliance to stay open. It's a great place to meet friends and family locally. You can't do that in a block of flats. A great place to meet friends and family, eat good food and have fantastic staff on hand. We must save The Alliance!
Why is everything closing to make way for more "flats". Corporate greed is taking over and I'm sick of it. The Alliance is a great pub and should be allowed to continue to serve its community.
With all the social nights they run too losing it would mean it has a detrimental impact on local residents especially for older neighbours, and people who are more isolated and may not get much social interaction.
With out a pub the area loses a lot of its character. It plays a vital part in keeping the community vibrant
With the pubs on West End lane always rammed, the Alliance is was much quieter, friendlier atmosphere for more locals. Used to go there almost every week to lose the quiz and have watched many a champions league final on tv there. West Hampstead wouldn't be the same without these pubs for a nice evening for the more mature members of the community.
With the right management and vision this pub will be at the heart of the community. Following the closure of the Queensbury in Willesden it is one of few remaining locals with a family-friendly demographic and should be given a chance to thrive again
Without a local pub where people can meet and get to know their neighbours we will all lose our sense of community and people will become isolated and lonely. It's vital to keep these places open. My children also work there and have a great sense of pride in knowing their local community.
Without the Alliance the area/Mill Lane will become 'dead' as there is limited footfall at that end and the Alliance is both a destination in itself and a clear visual reminder to cars passing by that Mill Lane 'exists'.
Would be a real shame to see it go...
Would be great to have survey on what residents want from the next pub/areas for improvement. Thought it was a good underrated pub but food outside of Sunday was really limited. Their roasts were pricey but were excellent.
Would be very sorry to see this venue close as its been a part of the area for decades
Would sorely miss having The Alliance at the end of our road, particularly the pub quiz! It is an historic feature of the area