

**Additional Information for The Application for an ACV for the Alliance,
40-42 Mill Lane, NW6 1NR**

July 2026

Survey results and other supporting evidence



Submitted by Alliance ACV Community Interest Company

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24 July 2026

Contact ndpwesthampstead@gmail.co.uk

Introduction

In drawing up this application for an ACV for The Alliance pub (40-42 Mill Lane, London, NW6 1NR), the Save The Alliance Group contacted a range of local organisations, the local Councillors to get views on and support for the application.

The list of councillors and other organisations supporting the scheme is shown below.

We also set up an on-line survey of individual views. As of 20 July 2026, we had over 2100 responses. Of all these, two were against the ACV and three were “Don’t know”, the remainder said they were behind an ACV.

Contact with the general public was made almost entirely through email. The survey of individuals supporting the ACV and asking for their comments supporting the application was publicised through emails from local residents’ associations, the NDF mailing list and a list of those who participated in the previous 2021 application for an ACV for the Alliance. Some leafleting was done.

Analysis of the individual responses forms the large part of this additional information but final open question of the survey *“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.”* Has provided a wealth of opinion and pleas for the protection an ACV for the Alliance. These comments, some 40,000 words, are summarised, partially by AI, but also by painstaking human analysis.

Support from Local Councillors

The following local Councillors have supported the application for the ACV

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

*Testimonial received, below.

Support from Local Residents Associations and other organisations

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

*Testimonial received, below.

Testimonials from Councillors and Organisations

Councillor Nancy Jirira

1. Community Councillors meeting place -- weekly and monthly meetings,
2. Westbere Copse Nature Reserve holds regular meetings in the alliance.
3. I meet some residents, in the Alliance Pub, who may have missed attending my Councillor Surgeries.
4. Streetscape drop in - ad hoc meetings we discuss what is happening for example when the local bridge was going to be repainted several meetings were held in the Alliance.
5. Saturday mornings cup of tea with residents who do not drink alcohol.
6. A long time serving Camden Councillor - Cllr Flick Rea had a 50 years of service function in the Alliance. The Press was in attendance.
- 7 A chair of a local organisation had a special event at the Alliance
8. Thank you activities by local companies are held at the Alliance Pub.
9. The Alliance was a location of choice for a lot of organisations for events of local groups.
10. We watch football, tennis and other sports including the big sports competitions.
11. I attend for quizzes on Tuesday evenings

Councillor Lorna Jane Russell (former Fortune Green councillor 2014-2022)

"The Alliance is such an important part of the community fabric in the North West of the borough!"

"The Gondar & Agamemnon Residents Association (GARA) exists to preserve and enhance the environment and the amenities of our part of Fortune Green, immediately adjacent to The Alliance pub. This local pub has enabled this diverse community to come together for events, sports matches, meetings and just to enjoy each other's company in a safe and welcoming setting. We support NDF in applying and lobbying for its retention of ACV status."

"West Hampstead Amenity and Transport (WHAT), as the leading local organisation for protecting amenities in West Hampstead, strongly supports the application to renew the ACV for the Alliance. The Alliance is more than just a pub. It's a place to eat and drink and socialise. It is used by several local groups to meet in an area deficient in community meeting places. "

*"On behalf of the Friends of Fortune Green, we wish to add our support to the application to renew the ACV for The Alliance in Mill Lane. This pub is an essential social meeting place in our community, it would be a huge loss should the use of the building change.
Jackie Spreckley, FoFG committee."*

"Fortune Green and West Hampstead NDF was the instigator of the two previous successful applications for an ACV for the Alliance. We believe that the Alliance is an integral part of the streetscape, the economy and the social structure of Mill Lane. Its value to the community is immense. Its loss to the local community directly and indirectly could be severe in the short and long term"

ACV testimonial from Campaign for Real Ale (CAMRA) North London branch:

The Campaign for Real Ale (CAMRA) North London Branch submits this statement in strong support of listing The Alliance as an Asset of Community Value. The Alliance has historically served as an important social, cultural, and recreational hub for the local community. Its protection through ACV designation is essential to ensuring that any future proposals for redevelopment or change of use are subject to full community scrutiny.

The Alliance has played a significant role in CAMRA North London's branch activity over many years. It has been a regular venue for branch socials, survey visits to access the real ale on offer, reflecting

its longstanding reputation for well-kept real ale and a welcoming environment. Examples of branch activity include:

- Branch Social, 14 March 2019: A well-attended evening where members met to sample the pub's rotating selection of cask ales and discuss local campaigning priorities.
- Pub Survey Visit, 10 October 2019: Part of our routine monitoring of real ale quality across the borough, during which the Alliance was noted for consistently high standards in cellar management.
- Winter Social, 23 January 2020: A popular gathering that brought together members and residents, demonstrating the pub's role as a warm and inclusive meeting place.
- Reopening of The Alliance, 17 May 2021 - A particularly significant moment in the pub's recent history occurred in June 2021, when the Mayor of Camden formally reopened the Alliance, joined by the Chair of CAMRA North London Branch and local councillors. This event underscored the pub's recognised value to the borough and the strength of local support for its continued operation. The reopening was welcomed by residents, former regulars, and CAMRA members alike, reaffirming the Alliance's status as a vital community asset.
- Spring Social, 12 May 2022: One of our first post-pandemic branch events, highlighting the pub's continued importance as a space for reconnection and community rebuilding
- Autumn Social, 10 October 2023 - Branch members attended a social and enjoyed the two real ales on offer. The pub was packed due to the regular pub quiz that evening.

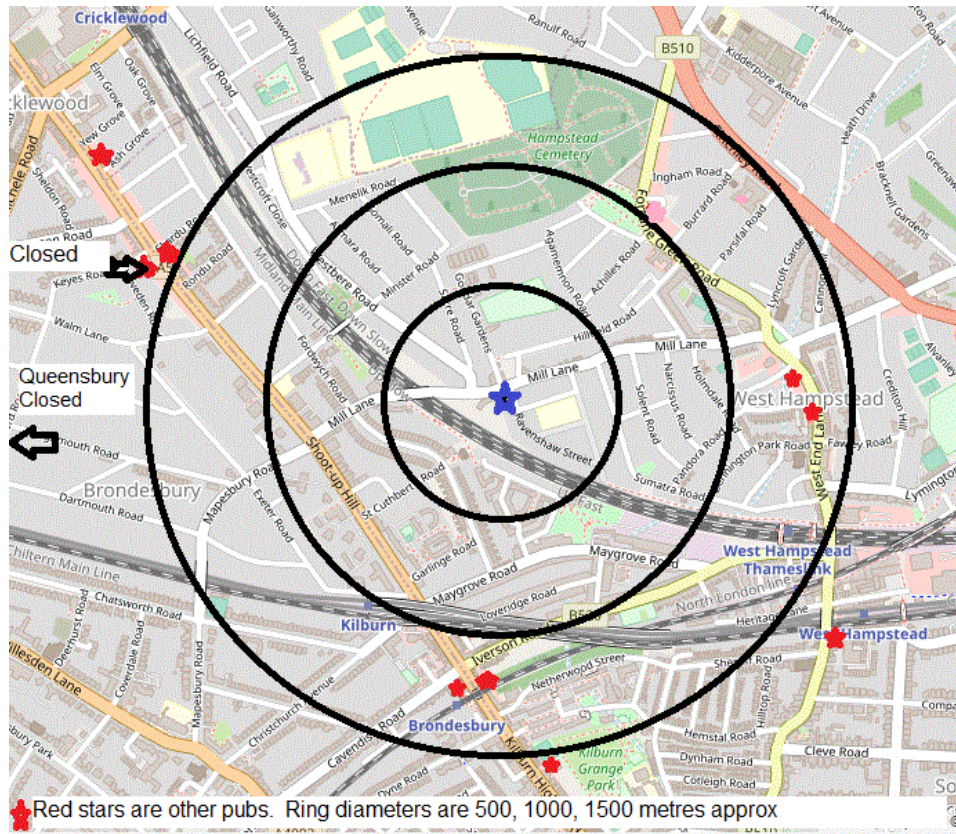
Throughout its operation, the Alliance has been known for offering a good and varied selection of real ales, often featuring local breweries and guest casks. This commitment to quality has made it a valued venue within our branch area and a reliable stop on CAMRA social calendars. Beyond CAMRA activity, the Alliance has long served as a key meeting place for the wider community, including Garden Friends NW2, and Fordwych Residents Association. Residents have used the pub for informal gatherings, celebrations, neighbourhood discussions, and as a safe and welcoming space to socialise. Since its closure, CAMRA North London has been working closely with customers and local residents to support efforts to reopen the pub. The depth of community engagement demonstrates clearly that the Alliance is not merely a commercial premises but a cherished social institution. For these reasons, CAMRA North London strongly supports the designation of the Alliance as an Asset of Community Value. Protecting this venue is essential to preserving the social fabric of the area and ensuring that future generations can continue to benefit from a well-run, community-focused public house.

Joanne Scott, Pub Protection, CAMRA North London

A further list of around local 50 groups that use the Alliance is available under Question 12 in Additional Information

Location map showing the closest other pubs to the Alliance

There are many comments from the survey about the Alliance being the only pub in the area, which are corroborated by this map.



The map shows the sparsity of pubs in the area around the Alliance, and its catchment area is restricted by the mainline railways.

Map measurement of walking distance from The Alliance to:

The Beaten Docket (to the north west) , 12 minutes 0.6 miles

The Black Lion (to the east), 10 minutes 0.5 miles

The North London Tavern (to the south) 13 minutes 0.7 miles

Also, the Windmill on Cricklewood Broadway closed around 2020. (12 minutes)

The Queensbury at Willesden Green, just off this map, due east, closed in 2023. (20 minutes)

(Source Google maps)

The Survey

This survey was undertaken online between 17 June and 16 July 2026. This summary largely covers around 1800 responses, although they continue to come in and some topics have been updated . and are based on over 2000 respondents. Responses had reached over 2100 by the time this Application was submitted.

[The survey is still open and can be found in Google Forms \(link here\)](#), or through the savethealliance.org website. *“Words used in italics are direct quotes from the survey responses.”* The titles on each page are the questions used in the survey.

Question 1. What is your name (this will be kept confidential)

Over 2100 responses.

Question 2. What’s your email address?

Kept confidential

Question 3. Do you think that the Alliance is an Asset of Community Value?

Yes	2053	99.75%
No	3	0.15%
Don’t know	2	0.10%
Total	2058	100%

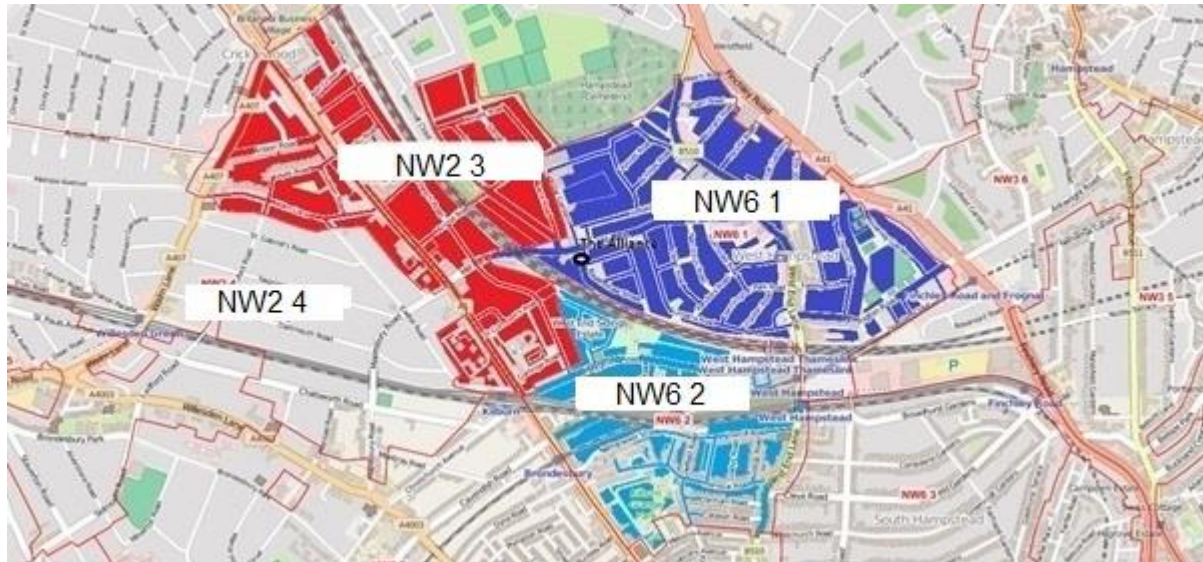
Overwhelmingly, local people think that the Alliance is a valuable community asset and 2053 have put their names behind the application for an ACV. There is further evidence in the open question responses that indicate the real value that people see - economically, socially including social care, and in generating the sense of community. This particularly important for younger families, older people, local groups etc.

For the record one No Vote added two comments. *“I rarely visit any pub. The food here is meh and the neighbourhood would appear not to be able or willing to support a pub in this location.”* And *“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.”* {We understand that the community centre, CAWH, and people who use it have a good relationship the Alliance, and CAWH has meetings there}

One Don’t Know made the comment *“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”*. The other three who did not vote Yes, made no additional comments.

Question 4. What's your postcode? This so we can show how many locals are responding.

We have aggregated the four local higher-level postcodes of NW2 3xx, NW2 4xx, NW6 1xx and NW6 2xx and the location of responses at this level are shown below.



Overall, the adjacent postcodes (NW2 3xx, NW2 4xx, NW6 1xx, NW6 2xx) account for 78% of all responses. Postcodes NW2xxx and NW6xxx account for 1495 people, 92%. Clearly a local pub at the centre of a tight community.

The mainline railway reduces the potential catchment area for the Alliance for those living in NW6 2, and we did not target the area for comments. The A5/Shootup Hill is also probably a deterrent. These are reflected in the figures.

Overall, the responses are very largely from the local community surrounding the Alliance.

Post Code	Number	Percent	Running total	Running percent
NW2 3	494	24%	494	24%
NW2 4	148	7%	642	31%
NW6 1	871	42%	1513	73%
NW6 2	92	4%	1605	78%
Other NW2	91	4%	1696	82%
Other NW6	194	9%	1890	92%
Other NW	79	4%	1969	96%
Other	90	4%	2059	100%
Total	2059	100%		

Question 5. What is your gender?

Female	1023	57%
Male	777	43%
Non-binary	5	0.3%
Total	1679	100%

The population of West Hampstead and Fortune Green is 53 % female and 47% Male

The relative percentages of each gender supporting the Alliance , to one percentage point, are, extraordinarily, identical in the 2016, 2021 and 2026 ACV surveys, and show a high proportion of women responding. This is reflected in the responses to open questions by mentions of, and by, women feeling that the Alliance is one of very few pubs where women can go alone into a pub to enjoy a coffee or a wine and feel relaxed, safe and well looked after.

More than that it ensures high footfall most of the day and into the evenings providing a safer environment for everyone in the area.

“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.”

“... 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.”

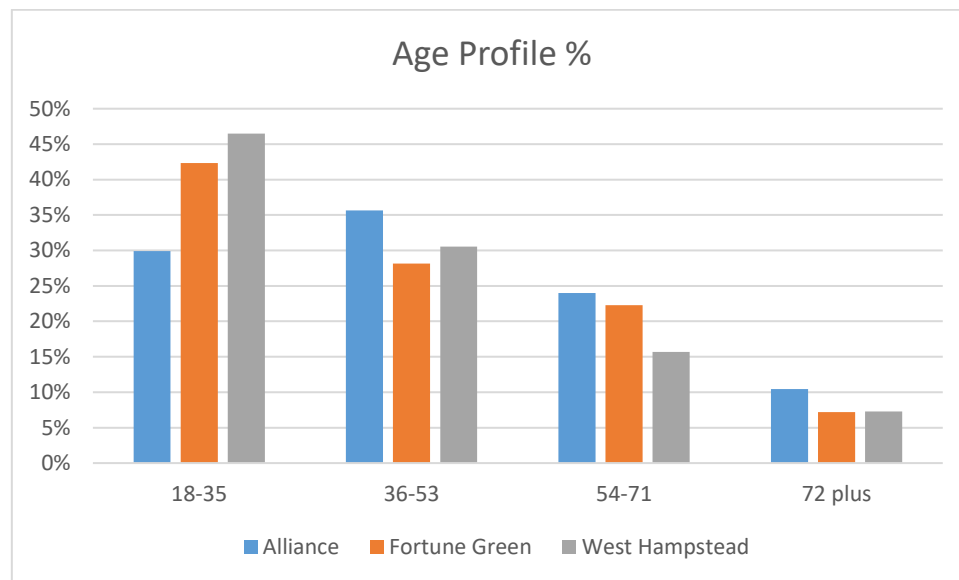
In our post code {NW2 4XX} we recently lost our local pub - The Queensbury - to make way for flats. It has definitely had a detrimental effect on the area. I felt safe at the Queensbury and I feel safe and welcome at the Alliance - it is too close to the old Queensbury to lose yet another local community pub.

“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.”

The Alliance is recognised as a safe and unthreatening venue for all, including families, and improves street security in the evenings.

It is not a typical male oriented alcohol focussed pub. It is truly a community pub and an asset of community value.

Question 6. What is your age?



The location of the responders is based on post codes rather than wards so this mix of data is imperfect, but only marginally. The data for Fortune Green and West Hampstead is from the 2021 census.

It is clear that the age demographic of the pub's clientele is older than the demographic of the catchment area. Over 30 years and many landlords it has grown into something that reflects a changing/ageing but more familial amenity. It is special, it is unique amongst its distant neighbouring pubs

We asked AI Co-pilot to identify age related comments and to summarise them. It produced the following statement: *"The age-related comments overwhelmingly describe The Alliance as a cross-generational community space. Respondents value it as welcoming to all ages, especially families with babies and children, parents connected to local schools/nurseries, older residents, and long-standing locals. Several comments stress that it helps reduce loneliness and isolation for older people and people living alone, while others highlight intergenerational mixing, accessibility, and a safe, relaxed setting for young families and vulnerable residents. The overall message is that losing the pub would remove one of the few local places where different age groups can meet comfortably."*

Individual comments include:

"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."

"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"

The Alliance therefore usefully serves two significant demographics of the local community, young families and the oldish, which are not well served by other local pubs.

Question 7. How often do you go to the Alliance?

(Single choice option)

How often do you go to the Alliance			Cumulative
	Number	Percent	percent
More than once a week	149	8%	8%
About once a week	308	17%	25%
About once every two weeks	391	21%	46%
About once a month	504	28%	74%
Between 1 and 11 times a year*	418	23%	97%
Once, but I would have liked to have gone back	49	3%	99%
No response	10	1%	100%
Total Forms analysed	1829	100%	

There was an error in design of the survey in two options. They were "Less than five times a year" and "Up to five times a year". We have assumed that the responders to those options go to the Alliance between 1 and 11 times a year as that is the only response they could make if they had not ticked any of the previous options.

The 10 no responses probably represent those who responded but were too honest not to admit they never go to the Alliance, but that is no reason not to support the ACV. *"I live directly opposite and even though I can hear people enjoying themselves, some people may complain, I like to hear it. and I would be devastated for us to lose it. I also feel safer in my flat knowing that people are nearby. "*

There is a loyal customer base as 25% of responders go to the Alliance at least once a week and 74% at least once a month, reflecting a true local and community pub.

Question 8. Why do you go to the Alliance? Tick all that apply. 2026

	No. of responses	Percentage
For a drink	1750	85%
To socialise	1731	84%
To eat	1463	71%
For "Events", on TV or in real life (we ask for details later)	632	31%
For a meeting (we ask for details later)	180	9%
Number of responders (excludes multiple choices)	2066	N/A

The Alliance is not just a drinkers' pub; a similar number of people go to eat and socialise as go to drink.

The more interesting aspect of the responses are dealt with in more detail under questions 11 and 12 in which events and meetings are analysed.

Question 9. Who do you go to the pub with? Tick all that apply.

This was a multi choice question, the options were as below. On reflection we should have added neighbours, and the “Other” option did not permit adding who the “Other”s were.

Option	No. of Options ticked	% of Respondents ticking the Option
Partners	1197	66%
Friends	1639	90%
Young Family	672	37%
Old Family	478	26%
Colleagues/Groups	387	21%
Alone	304	17%
Other	21	1%
Total options	4698	
Total respondents	1819	

The Alliance is a local community pub.

In terms of community asset, the significantly high level of “Friends”, compared to the low level of “Colleagues” reinforces that it is a local/ community pub rather than a post-work drinkers bar.

The 672 visitors with young family reinforce the need for young family facilities in the area.

1197 going with partners suggests that they use it because it is local.

Of the 304 who go alone, several commented that they went for peace and quiet, and one *“Whether you’re someone who goes alone or in small or large groups it’s a place to feel welcome. Please help us to keep this hugely important community space. Please!”*

Other company included in Question 13 were: dogs (11) neighbours (36)

“Personally I live alone, in my late 30s and this is the only local place I feel fully comfortable going alone.” (Female)

“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!!”
Female

Question 10. Why do you go to the Alliance instead of other pubs? Tick all that apply.

Options	Number of responses	Percent
It's close to my home, work etc	1482	81%
I know people there/it is a "local" pub	1017	56%
Customer base suits me more than other local pubs	586	32%
It's friendly	1470	80%
I can take the kids/family facilities	612	34%
Ambiance	1048	57%
It's an integral part of the streetscape, the economy and the social structure of Mill Lane.	1350	74%
Other	129	7%
Total forms	1830	
Total responders to this question	1821	

The two top reasons people chose to go to the Alliance rather than other pubs/bars in the area is that it is a nearby and a true local pub where people know each other, it is, in two words, a community asset.

72% of visitors chose it because of its ambience, while 46% believe the customer base is what they want.

74% agreed that it is an integral part of the streetscape, the economy and the social structure of Mill Lane'.

"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"

"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."

"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"

A substantial number, 34%, like it because it has family/children facilities, indicating that there is demand for that type of pub in the area, and it happens that the Alliance is the only one.

Question 11. Do you go to "events". Tick all that apply

Birthday or Anniversary	682	37%		682	88%
Wedding or Wake	147	8%		147	19%
Pub Quiz	744	41%		744	96%
TV Sport, Royal Weddings etc	611	33%		611	79%
Live Music	295	16%		295	38%
Others	56	3%		56	7%
Total forms	1829	n/a	Total Respondents	778	100%

The much-loved quiz has been attended by a very high proportion of the responders and was mentioned in 29 of the open comments.

The pub has always been willing to small accommodate groups, providing facilities at no cost.

"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!!!"

*"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**.... 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. " {Editor's bold}*

Question 12. Meetings: If you use the pub for meetings, be they work, sport, book clubs or any other kind of organisation please say what and if it has a name please give it.

It is worth noting that the Alliance provides an area partially removed from the rest of the pub with a large table which is perfect for meetings for local organisations and groups. For all the meetings listed below there was no charge for the use of the facilities, and no pressure if someone only wanted tap water.

As well as provision of facilities to the community for non-pub activities the pub makes other contributions to the community, in employment and monetary support.

"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."

“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.....”

There are an around **50 different organisations/activities** recorded in the survey that use the Alliance for meetings/ get-togethers. They cover a wide range of activities, as shown below.

There was a total of **192 responses to this question, some people having several connections/groups**. Items have been grouped together in categories as below.

Unfortunately, we have no information on the number of participants in most of the groups but the number of people who mentioned a specific name/activity is recorded.

In each activity where there are “Other”s, eg “Other book clubs”, those responses of “other” were counted as just one group in each section.

Activity	No. of groups	Name of identified groups	No. of respondents
Action Groups	2	Fortune Green and West Hampstead NDF	7
		WHAT	2
Book Club	3	Emmanuel Church BC	1
		Gentlemen’s Book club	5
		Other book clubs	14
Business	3	Film crew	2
		Freelance publishing meetings	1
		Other business	28
Cerebral	2	Choir Life Park	7
		Other Choir	4
Community	8	Foodhub - Sidings Community Centre	1
		Community Centre of W Hampstead CAWH	8
		Charity	1
		Friends of West Hampstead Library	1
		Clitterhouse Farm	1
		Social Care	1
		West Hampstead Welcomes	1
		Church meeting	1
Gardens & Parks	3	Friends of Fortune Green FoFG	4
		Allotment meeting	1
		Garden Friends St. Cuthberts;	5
Hobby/Games	4	Knit and Knatter	2

		Photography club	2
		Board games	1
		Dominos club	1
Parental	6	Mums Group	9
		Child birth group	3
		Parent socials	6
		PSA/PTA	13
		School Dads group	2
		School Fair Group	1
Political	4	Councillor Mtgs	3
		Labour Party	2
		Liberal Party	2
		Other politicals	2
Resident Associations etc	7	Achilles Road	2
		Fordwych Road	1
		GARA	4
		MARA	5
		Pandora Road	1
		Other Neighbourhood groups	6
		Other RA/Individual Building Assocs/groups	11
Sport/exercise	11	Brondesbury sports club	1
		David Lloyd Gym group	4
		Netball team	2
		RuNW6	2
		South London Orienteering	1
		WH Hockey	2
		Tennis Group	1
		Emmanuel Dads FC	1
		Post marathon drinks	1
		Dog walker Group	1
Other	3	West Hampstead Medical Centre Patient Participation	1
		WF (?)	1
		Sure (?)	1
Total	52		192

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.

To date there are 906 comments made in response to this question, about 40,000 words.

Which seems a good summary, but to get the full feeling of what the local community thinks, **one should read all the responses which show the love of the local people for the pub, how it is recognised as an Asset of Community Value and the anxiety that many respondents have at its potential loss.**

Our analysis of the open question 13

The full list of responses is in the Appendix 1 which separated as it is large. (40+ pages). Here we try to pull in some of some of the key issues. And select a few representative quotes. Some of these issues are also covered in the responses to the direct questions in the survey.

In this analysis, each response/comment is contained in a cell and these word counts give the results of how many cells contain the word, so if a word is repeated within a cell it is not double counted.

There were 906 forms which had responses to this question giving 906 cells.

The categories selected are those that seemed important through word counts or for completeness.

- Against the ACV (1 comment)
- Asset (76 comments)
- Community (446 comments)
- Economy, Business (30 comments)
- Family (101 comments)
- Local (338 comments).
- Loss and Lose (Around 120 comments)
- Please (101 comments)
- Safe (Includes safety, 58 comments)
- Value (49 comments)

Quotes from those responding to the survey are in *“quotes and italics”*

Against ACV (1 respondent)

This is discussed on page

Asset (76 comments)

“Beautiful building, great local, lovely place to walk into. Cherished asset to the community.”

“Community assets shouldn’t be converted into new-build flats. Simple as.”

“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.”

“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, and residential development of the site would significantly reduce social amenity for everyone in the area.

Community (446 comments)

“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 would be a fundamental loss to the community.”

“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.

“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”.

“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”

“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.”

Economy, Business (30 comments)

An ACV is not generally awarded on economic issues, but there are many views that the loss of the Alliance would accelerate a decline in the viability of Mill Lane as a whole and that this would certainly have a substantial impact on the local community. Mill Lane would become just another residential street surrounded by residential streets with no community space and no useful shops.

"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 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 neighbourhood. There are already enough empty shop windows (and thus also less tax/rates income) on Mill Lane."

"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 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 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."

Family (101 comments)

"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!"

"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 our 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."

"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."

Local (338 comments)

"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."

"All our high streets are dying - the alliance pub is a wonderful Local pub...."

"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. "

"I live above the Alliance. It's integral part of the local community, with the sweetest employees and great vibes. Please SAVE THE ALLIANCE"

"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"

Loss and Lose (Around 120 comments)

Comments generally saying what a loss it would be to the community if the Alliance went.

"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"

"Integral part of our community would be a massive loss"

"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"

"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"

Please (101 comments) Every comment with a please in it voted for the ACV

"Pleeeeeeease"(1), "please save" (16), "please don't.." (7), "please do not ." (8) etc etc

Safe (Includes Safety, 58 comments)

"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."

"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."

"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."

"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"

Value, Valuable (49 comments)

"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."

"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 la significant and important part of local culture and community"

Full text of all comments is available in Appendix 1

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04 POLICIES

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F. BUSINESS

Policy 12: Business, Commercial and Employment Premises and Sites

Development in Fortune Green and West Hampstead shall promote economic growth and employment. Developments that provide sites and premises for business, commercial and employment use will be supported. Development of commercial and mixed use premises and sites shall promote economic growth and employment, where viable and appropriate by:

- i. A presumption in favour of retaining existing employment sites.
- ii. Ensuring that where the redevelopment of existing employment sites takes place, the level of employment floorspace is maintained or increased.
- iii. The provision of additional and /or new business space.
- iv. The provision of space for light industrial uses in appropriate locations:
- v. The provision of flexible business and commercial space suited to a range of uses.
- vi. The provision of a range of different sized units, particularly smaller spaces for micro-businesses and studio space.
- vii. The provision of affordable or subsidised business space, where appropriate.

- F1.** The NDP supports the development of **existing and new businesses** in the Area to provide a strong and resilient local economy, as well as a range of employment opportunities (**Objective 5**).
- F2.** The NPPF (19) says the planning system should operate to encourage **"sustainable economic growth"**. The London Plan (Table 1.1) predicts a 24.5% increase in employment in the borough of Camden between 2007 and 2031. There is also a target for at least 100 new jobs in the West Hampstead Growth Area between 2010 and 2031. The CCS (Policy CS8) seeks to promote a successful and inclusive economy in the borough. It aims to "safeguard existing employment sites" and provide "a mix of employment facilities and types". It also highlights the fact that Camden has a large proportion of small businesses, 75% of which employ less than five people. However, it notes (8.20) "there is a lack of high quality premises suitable for small business, particularly those less than 100 sq m". It adds: "we will seek the provision of innovative new employment floor space in developments that will provide a range of facilities including: flexible occupancy terms, flexible layouts, studios, workshops, networking, socialising and

meeting space that will meet the needs of a range of business types and sizes". The West Hampstead Place Plan says "a mix of employment space is important to the local economy and employment opportunities" and there is "a desire for small businesses to be able to stay in the area" and a need to "develop space...affordable to their needs".

- F3.** During consultations for this Plan, concerns were expressed that commercial sites in Area were being replaced with residential developments, causing damage to the local economy, reducing employment opportunities, and restricting economic growth. **The protection of existing jobs and employment sites** in the Area - and the provision of new jobs and new employment sites - is therefore of great importance to the local community and its sustainability, the local service sector, and existing businesses. It is vitally important that the Area does not become a "commuter town" for those working in central London and the City.

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F. BUSINESS

- F4.** Due to its well educated workforce, proximity to central London, and good transport links, Fortune Green & West Hampstead is well suited to the development of **small and micro businesses**, which should be encouraged to set up in the Area. Small businesses are defined as those with fewer than 50 employees; micro businesses have fewer than 10 employees. Such businesses provide a vital role in providing employment and boosting the daytime economy of the Area. There is also an opportunity to encourage high technology and high skill firms, which would benefit from the Area's well educated population.
- F5.** Given the rising number of self-employed people **working from home**, consideration should also be given to residential development incorporating work/office space; as well as facilities in the Area for such people to use shared office and meeting space.
- F6.** **New sites** should be considered for business use across the Area, including in primarily residential developments. Such sites should satisfy a range of needs, including: small workshops; serviced offices; studio space; and home/office developments.
- F7.** **Light industrial** uses are considered appropriate for the Area, particularly close to the railway lines - including in the West Hampstead Growth Area. The CCS (8.10) acknowledges that such sites are highly limited in the borough. Such sites should therefore be protected from redevelopment. Due to the built up nature of the Area, its congested roads, and its proximity to central London, heavy industrial uses are not considered appropriate.
- F8.** New business and commercial development should seek to secure **apprenticeships** for local residents - in order to improve the Area's skills-base, reduce unemployment, and to provide for future economic development.

F. COMMERCIAL CENTRES

POLICY 14: Mill Lane Neighbourhood Centre

Development (including changes of use) shall preserve or enhance the character of the Neighbourhood Centre and promote a diverse range of shops, businesses and economic activity. This shall be achieved, where appropriate by:

- i. Support for proposals to improve and restore the original character of shop-fronts, including windows, signs and external fittings.
- ii. Proposals to convert ground floor retail/business space into residential use will not be supported.
- iii. Contributions to public realm improvements to improve the character of the Neighbourhood Centre, where applicable.

F11. Mill Lane Neighbourhood Centre: it is important to recognise that this area – although linked to the West Hampstead Town Centre – has its own separate and distinct identity, character and requirements. The Centre contains a range of small businesses and retailers, with a high proportion of independent businesses. It also has the character of a late Victorian/early Edwardian shopping area, with notable historic signage, windows and shop-fronts. However, unlike most of the West Hampstead Town Centre, it is not included in a conservation area, so lacks that level of protection.

The CCS says (p.80) that “the Council will seek to retain a strong element of convenience shopping for local residents in Camden’s neighbourhood centres and ensure that any development in them does not harm the function, character or success of that centre”. The Place Plan calls for action to tackle high vacancy rates, suggesting “...working with landlords, more effective promotion of shops and services, and physical improvements”. There is a need to support existing shops and businesses on Mill Lane and to encourage the development of new retail businesses, including cafes and restaurants, which are likely to increase footfall in the area.

RECOMMENDATION I: in support of Policy 14, the following actions are recommended.

- i. Camden Council should draw up a ‘Mill Lane Action Plan’ to give focus to and revitalise the Neighbourhood Centre.
- ii. Such a Plan should include:
 - A ‘Shop Front Design Guide’ for the Neighbourhood Centre.
 - Measures to attract a diverse range of shops, food/drink outlets and businesses to the Centre.
 - Improvements to pavements and the public realm - and the removal of street clutter.
 - Improved signage to attract people to Mill Lane - particularly from West End Lane.