

191 Milton Road,  
Cambridge,  
CB4 1XG.

7<sup>th</sup> February 2011

RE: Premises Licence Application / Planning No. 60 King Street, Cambridge, CB1 1LN

Dear Sir / Madam,

The Earl Grey public house closed in 1968 and became a licensed betting shop. This continued until around 3 years ago when the property became vacant and it has remained closed since.

We would like to propose returning the property to its previous use and opening a traditional style bar / restaurant.

The bar is intended to be unique to Cambridge in that we intend to open a cider tap, something that many of the other cities in the country have, but we do not.

The aim is to stock two or three local real ales, up to five still ciders, four to five gassed ciders and two lagers. A selection of wines, spirits and soft drinks will also be available. There will not be any lager that would be instantly recognisable to the younger drinkers and those that we choose to put on will also be at the higher end of the price range. We are currently looking at putting on Veltins, which is a German pilsner and Peroni, which is Italian. The likes of Fosters, Stella and Heineken will not feature.

The still ciders do not generally appeal to the younger drinkers, which suits us and the customers we wish to attract. We would like the bar to become an outlet for local cider producers and a regular outlet from small producers across the country. The gassed ciders are to include Weston's and Thatcher's from the West Country.

The bar will not be stocking Alco-pops and bottled drinks will be foreign lagers, ciders or similar. We also have a policy of not serving drinks to customers in the bottle.

The Earl Grey (Cambridge Cider Tap) is being designed with the intention of encouraging the more responsible customers, those that would enjoy a light lunch with a glass of cider whilst reading the paper and not having to worry about teenagers, drinking games and cut price drinks promotions.

There will not be any 'happy hours' or buy one and get a free shot affairs as we do not wish to encourage that type of atmosphere or environment. Without wanting to sound ageist we are aiming the bar at those in their later 20's upwards although with

around 1200 students in the three closest Colleges, (Christ's, Sidney Sussex and Jesus) we would be promoting responsible drinking to those students that may visit. We do not want drunken teenagers, or those, whose intentions are to get drunk as quickly as possible in the bar and will actively discourage this type of clientele. We have no objection to joining a Pub-watch or similar scheme if necessary.

We have also designed the bar layout to encourage people to sit down at tables rather than stand as this slows down drinking and encourages conversation, but also allows people to eat.

Staff will have an almost 360 degree view of all the customers from behind the bar a view into the rear courtyard smoking area.

The bar will be selling food once the accommodation and kitchen has been refurbished upstairs. This is currently three student bedsits, but will become staff accommodation once the premises are trading and a kitchen capable of providing a basic bar menu for the customers.

We are applying to be able to sell alcohol from midday through until 23:00 on a typical night, although we would be selling teas and coffee, along with cakes in the morning and throughout the afternoon. Hopefully this will set a relaxing and inviting tone.

The internal décor will be wooden panelled walls with pictures of old Cambridge scenes, in particular old photographs of pubs that have closed or been demolished over the last century. Fixed bench seating along the windows, tables and additional chairs will provide seating for around thirty to forty customers, with an overall capacity of around 70 to 75. The bar design is an elongated horseshoe with stools around to potentially allow conversation across the bar between around 10 – 15 people, allowing staff to monitor all corners of the bar whilst working. There will not be fruit machines, pool tables or Sky sports.

Externally the rendered elevations are to be painted in a traditional deep red with black gloss wood work. The two front doors will be replaced with hardwood panelled doors with small glass panes at the top and brass ironmongery. All signage is in traditional fonts and in keeping with the surroundings. The window glass will be etched from the bottom to around half way up the panes to obscure the view into the premises and also reducing light that will be emitted. The use of thick curtains in the evenings will do this further and also reduce noise transmission into and out of the property.

The property benefits from a rear courtyard which is completely enclosed and accessible only from the bar. This will encourage customers to keep their drinks on the premises whilst smoking, and hopefully discourage customers from smoking in

the street, blocking the pavement. The courtyard also houses the refuse / recycling storage. This also provides an additional fire exit from the bar.

Cambridge does not have a bar / restaurant that specialises in traditionally produced ciders and our research / canvassing has suggested this would be a popular addition to the area, and in particular King Street.

One can argue that King Street has enough pubs and restaurants, (although the hairdressers and barbers do appear to be taking over) but each has its own customers, many of whom do not live on King Street but visit regularly. Many of the regular customers do not wish to go to the large bars in the centre of Cambridge that are so often full of younger drinkers, and lacking in character or atmosphere.

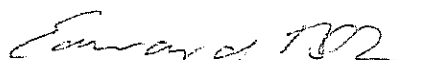
The smaller pubs are the ones that have been hit hard by the current financial climate, with many closing in recent years and Cambridge losing several in the Mill road area. A large proportion of the regular customers in the St Radegund public house on King Street live in the Romsey area.

Our proposal has been welcomed by staff and customers in the two smaller pubs on King Street, The Champion of the Thames and The St Radegund, as this will encourage more people to visit the area, but also offer a greater choice for those who already make the effort to travel to these establishments.

As a family we have many years experience of pub / bar and restaurant ownership, including previously the Rhadegund and The Old Dorothy Jazz club on Sussex Street amongst others. We have a long standing connection with King Street, as our father was previously a landlord and our uncle owned Mr Chips before he sold it to become Efes Turkish restaurant, but further back our great, great grandfather William King owned W. King and Harpers bicycle shop and later motorcycles on Sussex Street. King Street was even named after him, so we have no wish to damage or adversely affect the street or the surrounding area.

Should you need any more information about our plans etc please do not hesitate to contact us either by email at [jalh101@hotmail.com](mailto:jalh101@hotmail.com) or by telephone on 07729341776.

Yours Sincerely,



Edward Hoskins