

Impact Assessment of Planning Application

23 King Street Hoyland S74 9JU

Change of use to A4 Drinking Establishment

The premises have been empty for considerable time and Hoyland Centre has had a few empty commercial/retail premises for several years with some units recently becoming vacant. There has been considerable change to Hoyland Town Centre including demolition and rebuilding, new units available for letting and the moving of the market. The proposals would hope to add a stable small business to the town centre contributing to a vibrant local economy and to some extent the night economy (early evening) which has seen a considerable diminution in recent years.

The premises are in the town centre which has many activities and services attracting people to the town centre including GP surgeries, the market and the library. It is close by to other businesses including fast food take aways, retail shops, newsagent, restaurants and three moderately sized supermarkets. An establishment for relaxation and refreshment would complement the existing traders and services.

The emphasis of the newly established Micro-pub would be to promote conversation and allow customers to provide their own entertainment through interaction. There will not be amplified music, TV screens or gaming machines, with the risk of noise nuisances and other disturbances that potentially arise from their presence.

During the evening it is not intended to allow children, at present no local establishment has such a policy and patrons wishing to have a more serene atmosphere do not have that choice.

The terrace of commercial units in which it is situated appears shabby and neglected, in need of removal of sporadic plant growth from the buildings, redecoration and some obvious repair. During the day the several roller shutters gives an impression of the area that is negative. The proposals will add an improved façade and potential encouragement for other retailers to improve their frontages. It will also indicate that Hoyland is not in decline with the potential to attract other investors.

The intended demographic market will be B:C1:C2. Hoyland and Elsecar are well served by drinking establishments that tend to be “sport” pubs which attract similar clientele having TV screens, music, and allowing children present. The demographics of their intended market tends to be C2:D:E. Although present in large numbers in Hoyland B: C1 demographics are not well served by the local retailers, eating and drinking establishments.

Over 40% of the local population are ABC1 and over half are C1 and C2. This market is not being fully catered to locally. It is likely that some regulars at the

existing establishments will also be customers, with some changing allegiances. It is not believed that it will put other drinking establishments at risk as the intended proportion of market share although not entirely known is not likely to be great enough to have a threatening impact on their trade.

GRADE	BARNESLEY	ENGLAND
AB	13.90%	22.96%
C1	26.47%	30.92%
C2	25.50%	20.64%
DE	34.13%	25.49%

The Micro-pub will serve moderately priced craft ales, wines and spirits specialising in real ales which will complement the existing traders, particularly those recognised for selling craft ales.

There will be a contribution to the local economy with two full time employees required. All sourcing will be as local as possible.

One moderately sized room will be available as a meeting/function room suitable for leisure and business purposes e.g. training. Local activities will be promoted once established, using the premises to its full potential during quieter and day time periods. These may include various clubs, for example Ukulele nights, wine-tasting, book and film clubs, art/photography groups.

The name is derived from the classic novel written by our local author, A Kestrel for a Knave and a strong local and literary theme will be promoted.

Thomas Toumazou

26/09/16