

30th December 2024

**Planning and Development
Bury Council**

Dear Sir, Madam,

**Proposed Change of Use from (Class E to Sui Generis) including Signage at 430 Bury New Road,
Prestwich, M25 1BD**

This supporting covering letter has been prepared to support the proposed planning application from the Change of Use of the existing financial service use (E) to Craft Beer Shop and Drinks Establishment (Sui Generis)

The Site

430 Bury New Road is around 45m Sq situated and currently used as offices for a financial and wealth management company (Class E). The previous tenants only utilize the ground floor level. The accommodation also comprises basement chambers on the lower ground floor and externally has a small courtyard.

430A is a First floor flat situated above 430 Bury New Road. The property currently comprises 1x reception room 2x bedrooms 1x bathroom and a kitchen.

Background - Keg, Cask & Bottle LTD

Keg, Cask & Bottle was established in 2019. We currently operate as a specialist beer and drinks merchant and bar at 7-9 Longfield Centre Prestwich.

Over the last five years we have gained a reputation as the place to come in Prestwich for variety and quality of drinks along with excellent product knowledge and service. Our core customer base is loyal, with many visiting several times a week.

Due to the imminent redevelopment of the Longfield Centre our existing premises is due to be demolished soon. We hope to relocate to 430 Bury New Road in order to maintain our businesses and continue trading in Prestwich.

Proposals

Ground Floor

The front area would become a welcoming bar and seating area with room for around 25 -30. The entrance to the ground floor will be moved from its existing position and be formed by the current first floor flat entrance to the right of the front elevation.

Rear space would provide a small area for retail display of products, for consumption on and off the premises.

First Floor

Seating for a further 30-35 will be created upstairs along with customer toilets and a staff w/c and cloakroom.

Outside Area

We plan to refresh the external courtyard to create a quiet, pleasant seating area and allow goods access down the side passage and storage for refuse containers

Basement

One chamber to be converted into a cold storage cellar to allow drinks dispense on the ground floor.

Second chamber to be refurbished to create a stock storage room.

Toilet facilities within the property will be made available for customer use.

The proposed change of use will make best use of the existing building with limited external works and as such are considered to be appropriate.

It is not proposed that the change of use will deliver any food services and will remain as drinking establishment.

Front Elevation and Signage

As part of the change of use, details of proposed signage have also been submitted. The Signage is in keeping with the local vernacular and other drinking establishments in the nearby locality such as Cuckoo, Grape to Grain and Wine and Wallop, and is considered to be appropriate for its setting.

A list of plans accompanying this application are noted below:

- Location Plan/Site Plan;
- Existing and Proposed Front Elevation;
- Existing Floor Plans;
- Proposed Floor Plan and Site Plan;

Hours of Operation

The proposed hours of trading would be:

- Monday – 12- 8pm
- Tuesday – 12-8pm
- Wednesday – 12pm – 9pm
- Thursday – 12pm – 9pm
- Friday – 11am - 10pm
- Saturday - 11am - 10pm
- Sunday – 12pm - 8pm

The business would not at any stage wish to trade outside the hours of 9am and 11pm.

All large deliveries to the business would enter via the gated passage accessed to the side of the property. All refuse containers that serve the premises are already stored and serviced from this area.

Planning Policy

An extract of the adopted Development Plan and the relevant planning policies are considered to be the following:

- Policy S1/2 Shopping in Other Town Centres
- Policy S2/3 Secondary Shopping Areas
- Area PR1 Town Centre Policy Areas



The above policies principally seek to retain and support the high street of Prestwich.

Planning Assessment

The proposed change of use from Class E (Office) to Sui Generis (Drinking Establishment) is considered to be in accordance with the Local Plan Policies around Prestwich Town Centre and is acceptable.

The Site is located within the heart of Prestwich with users being able to walk to Keg Cask Bottle and are unlikely to use private modes of transport.

The proposals will also retain a current local employer within Prestwich ensuring that Prestwich Town Centre maintains a strong economy and supporting the role to the precinct.

The proposals are fully in accordance with the development plan policies and planning permission should be granted.