

18/04678/FUL

I write to register an objection to this application that seeks the change of use of the Three Horsehoes Inn to a residential dwelling. I no longer live in Burbage but I return frequently and have always enjoyed eating at the Three Horsehoes.

Core Policy 49 seeks to protect existing rural services and community facilities unless it can be demonstrated that they or an alternative use is not viable. There appears to be little evidence that demonstrates that effective marketing of the pub has been undertaken (either for new landlords or for an alternative service/community use), and very little to suggest that marketing has been undertaken in accordance with the marketing plan requirements set out in Core Policy 49. This pub has had just two landlords since I have been in the village (1992) and has traded continuously since that time until its closure earlier this year (2018). In my view, this continuity is not indicative of a failing or economically unviable business / location

Furthermore, two of the reasons the applicant's viability report states may be the cause of pubs struggling to be economically viable in recent years are not especially relevant. The 'smoking ban' was introduced in 2005 and it has since been generally accepted that this has helped to improve trading conditions for pubs as it has enabled them to attract new clientele that they were not as successful at attracting previously, most notably families. The 2.5% rise in VAT in 2011 has had a negligible effect on prices or on consumer spending.

I would also dispute the statement in the viability report that the Three Horsehoes was a "bottom end pub". This is a description that I would more likely associate with run-down drinkers' pubs, not an attractive village pub in an area that is comprised predominantly of large, well-kept, detached dwellings.

The D&A statement and the viability report also contradict each other. The D&A statement suggests that Burbage is a village with a range of facilities and services, whereas the viability report suggests that Burbage has little in the way of amenities. If we take the former, this means that it is perfectly possible for a well-run and advertised (let us not forget that the Three Horsehoes is directly off the High Street and also has close proximity to/convenient access from the A346, and so with effective advertising ought to be well-placed to attract passing traffic) to succeed in the village. If we take the latter, this means that whatever remaining amenities in Burbage should be even more strenuously protected.

	<p>In conclusion this application is contrary to Core Strategy policy, the evidence does not support the application and, from my point of view, there is no justification whatsoever to permit the loss of this village pub.</p> <p>Thank you for taking the time to read my comments.</p>
	<p>Mr. Peter P McGowan</p>
	<p>Flat 17 Magnolia Court 50 Barrack Road Christchurch BH23 1PF</p>
<p>Date:</p>	<p>29.06.2018</p>
<p>Case Officer:</p>	<p>Jonathan James</p>