

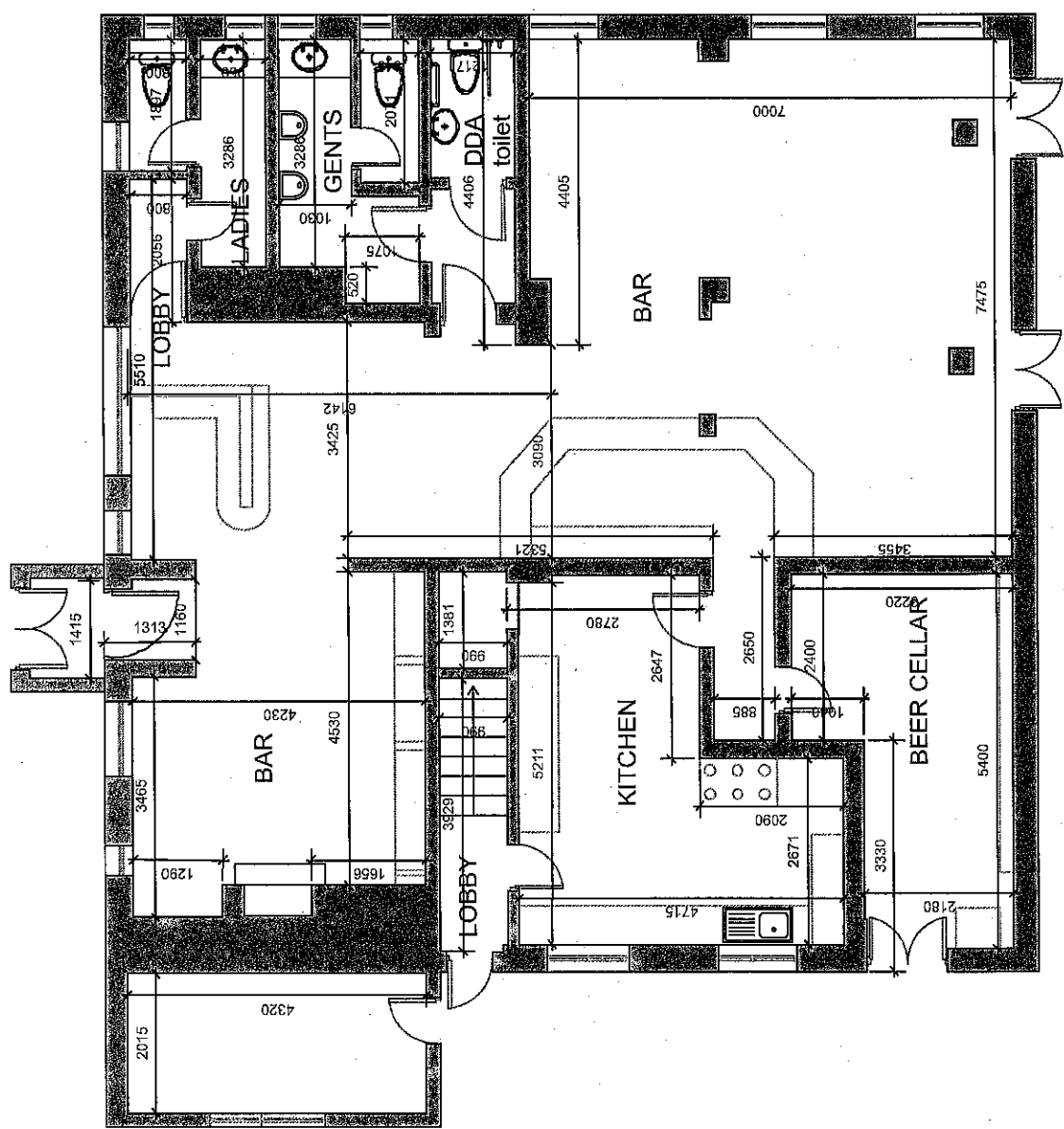


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0m 10m 20m 30m 40m 50m 60m 70m 80m 90m

Scale: 1:1250, paper size: A4

CON REGULATIONS 2007 REGULATIONS 11 CERTIFICATION DETAILS
 DESIGN NOTES REFER ALSO TO DRAWING A SHEETS FROM
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 Purpose of Issue Legend:
 I = Initial Issue
 F = Final Issue
 R = Revision
 S = Structural
 M = Mechanical
 E = Electrical
 P = Plumbing
 H = Heating
 L = Lighting
 C = Construction
 AF = Air Flow
 M = Materials
 S = Services
 R = Regulations
 H = Health & Safety
 I = Information
 M = Miscellaneous
 S = Structural
 M = Mechanical
 E = Electrical
 P = Plumbing
 H = Heating
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 I = Information
 M = Miscellaneous



DATE	NO.	DESCRIPTION

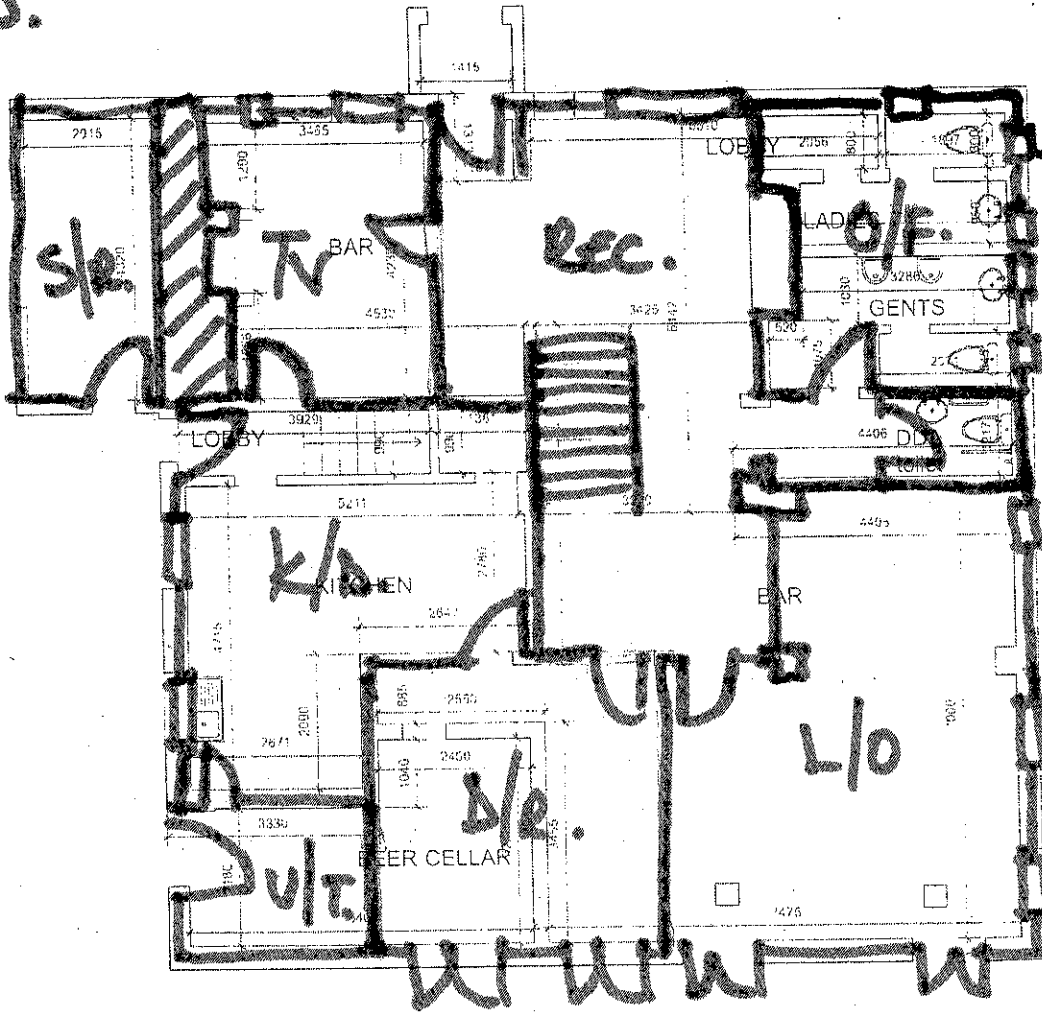
IBA
 109, T19 070
 www.iba.co.uk
 Southampton
 Hampshire

PROJECT: Section DRAWING: Revision

PROPOSED.
BAR.
AD.



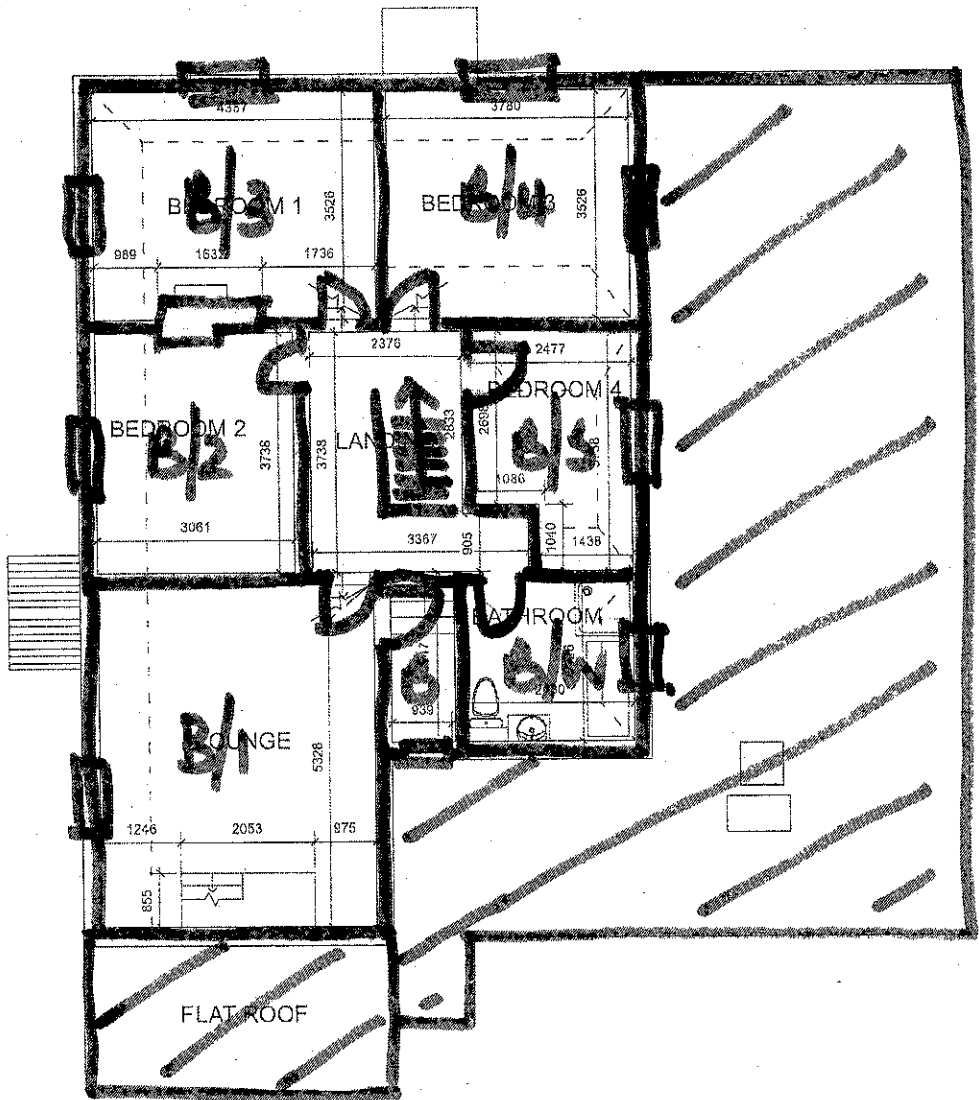
PROPOSED.
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8. CONCLUSIONS

8.1 The purpose of this report commissioned by Vale of White Horse District Council is to comment on the viability of the property in connection with an application for change of use to residential. I have also been requested to comment specifically on the observations in respect of viability put forward by Plainview Planning in their Planning Statement in respect of the proposed change of use.

8.2 Having considered the matter carefully and made extensive investigations, I consider that the case in terms of viability for the continued use of the property as a public house cannot be maintained. I have included a profit valuation above and having considered the matter carefully, although relatively minimal expenditure would be required to put the property back into a tradeable condition, due to the factors outlined below, I do not consider it would be considered viable by a prospective operator due to the poor projected return. In considering the comments above, I would therefore in particular like to draw attention to the following points:-

8.2.1 The property is located in a small village with a population understood to be in the region of 400. Due to its location, it is unlikely to benefit from any significant passing trade. The property would therefore have to provide appropriate facilities and services in order to draw trade from a wider area. It is my opinion, as outlined above, that having regard to the location of the property, the trading facilities offered by the building and the very substantial competition within as little as a 3 mile radius, that the trading potential of the property is insufficient to make it a viable opportunity, particularly in the current climate. A property of this type would, in the past, like many other small village public houses have traded with a limited predominantly wet driven turnover. This type of operation is no longer sustainable and it is evident that the current owners have tried various initiatives to expand the trade, mainly by a food driven operation but have been unable to operate the premises profitably.



- 8.2.2 Within Section 5.3.10, I have undertaken a profits valuation. The Fair Maintainable Trade that I have incorporated within this valuation is probably at a fairly optimistic level. Based on this valuation, the property is clearly not viable and would not generate a sufficient return for a competent operator. The poor state of the licensed trade means that for prospective purchasers, there are better propositions available in respect of public houses, which would provide a more certain scope for development and provide a better return on the capital invested.
- 8.2.3 The nature of the licensed industry and public house market has changed markedly in the last 10 years. The difficulties facing operators of traditional small public houses located both in towns and villages has increased due to difficult economic conditions, changes in legislation and the general operating environment. There is a continuing trend of smaller unviable public houses closing and being converted to alternative use. Large pub companies are continuing to dispose of considerable numbers of 'bottom end' properties.
- 8.2.4 The recession has had a major impact on the majority of public houses and the availability of cheap liquor from retail outlets such as supermarkets combined with the pressures on incomes for customers, means that the appeal of public houses is diminishing. This is coupled with increasing statutory restrictions that have been imposed in recent years to include the ban on smoking and the change in the licensing laws.
- 8.2.5 As outlined in detail in my report, there is substantial competition in the immediate vicinity. Disregarding the substantial competition in adjacent conurbations such as Didcot, it can be seen that in the next village of Sutton Courtenay, there are 4 public houses, all of which provide food to various standards. In the face of such competition, it is inevitable that public houses such as The Appleford Kitchen and Bar will become unviable and there would be an inevitable reduction in such outlets.
- 8.2.6 In my opinion, The Appleford Kitchen and Bar is therefore no longer a viable business for the reasons outlined above. The licensed trade has altered very significantly in recent years, drinking patterns have changed and competition for a reduced level of business has increased. This situation is made worse by the current recession, which is likely to continue for the foreseeable future.



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8.2.7 I therefore consider that this property no longer constitutes a viable business proposition for a potential purchaser. There is a substantial number of public houses in the immediate vicinity providing a wide choice of facilities to satisfy local demand.