

Reference application for change of use:

The Moorfield Inn 33 Moorfield Street Hereford HR1 9JL



Proposal:

This application is being made for the conversion of the public house known as the Moorfield Inn to 2 number two bedroom houses and development of two further houses on the garden area. All residential units will have off road parking and the street scene will still acknowledge the history and existence of the public house retaining original features and signage.

History pre 2003:

The Moorfield Inn was built in the first half of the 20th Century. A purpose built traditional suburban free house, selling mainly alcoholic beverages and serving a local custom and offering pub games. The establishment was typical of the drinking culture of the time. The freehold was purchased in the 1980's by Punch Taverns Pub Company and run under tenancy. Details of incomes and profit from this period are unavailable.

History since 2003

The premise was rented by me from March 2003 for £1 a week as the trade was virtually non-existent, this continued until 2007 when I purchased the freehold from the pub company. Under management the pub traded until 2014 when it was rented to a private tenant until January 2015 when it sadly closed as it was no longer financially beneficial.

Since its closure several interested parties have looked at the possibility of a tenancy but even at a free rent the investment needed and capital required make it an unviable business.

In this time different landlords with different ideas tried many promotions to engage and encourage local trade. These included:

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SKY sports

Pub teams, including sponsored Football team, Pool, Darts, Phat and Quiz.

Day time activities such as Bingo and Coffee Mornings.

A food offering based on traditional food and budget.

Live music and open mic nights.

BBQ's in the beer garden.

Functions in marquees on the garden.

As with many small pubs the lack of local support, increased competition from multiples, beer pricing in supermarkets, smoking ban and awareness in alcohol consumption all fuelled its demise. Adding to this was a licence review in 2009 on the premise bought by neighbouring properties regarding noise on the street. The restrictions imposed resulted in the complete closure of the front door to stop customers smoking on the pavement, the need to close all windows and doors from 8pm and a reduction in trading hours. The public house was delicensed in December 2015.

At the time of closure I understand the tenant was trading at £1000 per week serving a handful of local regulars. On closure these customers went to other local establishments such as the Bowling Green, Horse and Groom and the adjacent Richmond Club. Hopefully this will help maintain these businesses and the service they provide to the local community.

I own another community public house The Brewers Arms in Eign Road and understand the need for community pubs, the Brewers has had a difficult few years of trade but with the closure of the salmon inn it has helped support the business. The supply and demand in a declining ng market unfortunately means the closure of some to make the remaining vibrant and profitable.

The demise of the Moorfields from a business perspective, it's location on a narrow street & relations with neighbours and restrictive licence means it a natural, logical victim of drinking trends in Hereford and the UK. The proposed change of use will complement the residential area and the people that live in it.

The Business

As previously mentioned I have no accounts pre 2007 as owned by Punch Taverns but the sale of the property in line with pub company dynamics during the recession the disposal was at property value only, as the business had no value.

Year end	Profit/Loss (documents can be provided)
2015 rental flat above. Pub closed	
2014 rental flat above. Pub leased	
2013	
2012	
2011	
2010	
2009 (uninsured burglary)	
2008	
2007	