

# Herts & Essex Borders Branch CAMRA



East Herts Council  
Community Protection  
Wallfields,  
Pegs Lane, Hertford,  
Hertfordshire,  
SG13 8EQ

Bishops Stortford  
Herts  
CM23

14 May 2020

Dear Sirs

## Letter in Support of Licence Application by Hadham Brewing Co. Hadham Ind Est

Although this letter has officially missed the deadline for consultation, I hope you can still consider as I believe this application is still under review.

The Hadham Brewery is a relatively new micro-brewery, which is bringing diversity of choice for drinkers in the local area. They provide products which specifically meet local tastes and demands, as well as providing employment, hence contributing to the local community. Most, if not all, their business is to local customers, which reduces the distance beer has to travel from brewery to pub/customer, which reduces carbon emissions, and helps the country to move to a green agenda. They are, however competing with large multi-national brewers, and cannot compete with these brewers on the cost saving factors of scale. The products they do produce are tailored to the demands of the local market. Their very presence in the area is of a major business and cultural benefit of the area.

To help them develop into a strong and stable business, especially following the devastation caused by the current coronavirus, they need to market themselves and develop some new sales streams. In fact, in the current crisis, these elements could be pivotal to the success of the business.

The ability to be able to offer off-sales from the brewery is fundamental for a brewery looking to sell to as wide a market as possible. There are other businesses on the same industrial estate, retailing to the public, and to sell bottled beer products from this area will make very little difference, if at all to the other businesses and residential areas. Any increase in road traffic to and from the Industrial estate will be more than mitigated by the imminent A120 by-pass, which will in effect reduce the currently busy A120 road to a secondary road. Selling Off sales via the Internet will be all sales dispatched by couriers, which will have no effect on the area. There is already an Internet Wine retailer operating out of the nearby Hadham Hall, which is very close to residential properties, and there are no complaints about this business operation. The internet sales proposed by Hadham Brewery are the same.

In recent years there has been a rapid increase in the number of microbreweries throughout the UK, which has had a positive impact on the choice and localism of beers available. Many of these breweries have opened a mini-bar area attached to or within the brewery. The application for on-sales at the brewery appears to be along the same principles of these bars at other breweries. Typical examples would be by Wibblers Brewery in Southminster and Iron Pier brewery in Gravesend. These bars have resulted in bars used by people of predominantly older age, who want a quiet bar, or one with sensible music. These types of premises would not appeal to large boisterous groups, mainly because the alcohol products on offer would not appeal to them. There is no residential properties in direct line of sight of the brewery or even near, so it would appear to me highly unlikely that the operation of the on-sales bar at the brewery would ever be noticeable to any residence in the area.

In Summary, The Herts & Essex Borders Branch of CAMRA fully support the licence application by The Hadham Brewery Company, as it will add many positives to the ambience of the area, while have very little or zero negative impact.

Branch Chairman