

**STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL**

<p><b>ASSETS OF COMMUNITY VALUE ASSESSMENT FORM</b></p>
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Application reference number	Received date	Has all the relevant detail been provided by the applicant?	Listing recommended?
27	19/06/23	YES	YES

Details	
<b>Nominating organisation</b>	Save The George
<b>Nominated Land/buildings</b>  Brief description and location of land/buildings nominated	Name: The George Address: Alstonefield, Nr Ashbourne, Staffordshire Post Code DE6 2FY  Licensed pub in Alstonefield currently operating 4 days a week
<b>Is the applicant authorised to act?</b>	<b>Yes</b> - Unincorporated bodies (that has at least 21 individual members of 21 who are on the local electoral register)

Organisational eligibility assessment	
<p><b>Type of Organisation</b></p> <p>Eligible organisations are:</p> <ul style="list-style-type: none"> <li>• Neighbourhood Forums (section 61F of the Town &amp; Country Planning Act 1990 – added by the Localism Act 2011)</li> <li>• Parish Councils in respect of land in the parish council’s area</li> <li>• Unincorporated bodies (that has at least 21 individual members of 21 who are on the local electoral register)</li> <li>• A Charity</li> <li>• Company Limited by Guarantee (where profits are not distributed to members)</li> <li>• Industrial or Provident Society</li> <li>• Community Interest Company</li> </ul>	<p>21 members on the local electoral register (verified members on the electoral register).</p> <p><b>Eligible YES</b></p>

<b>Local Connection</b>	
All the people signed the application are local	<b>Eligible YES</b>
<b>Is the organisation eligible to nominate?</b>	<b>YES</b>

<b>Exemption</b>	
<b>Is the land or building exempt from listing?</b>	<b>Exempt NO</b>

<b>Community Value Assessment</b>	
<p><b>Does the current use (or its use in the past 5 years) of the building or land further the social well-being or social interests of the local community?</b></p> <p>The Localism Act 2011 'social interest' includes (in particular) each of the following: cultural interests, recreational interests, sporting interests.</p>	<p>The George is currently being run as a restaurant and is now only open Thursday - Sunday.</p> <p>The George is a brewery owned establishment, currently Marstons and the current landlord took over the business in 2017.</p> <p>For a period of 40 years the establishment was run successfully and the pub became very popular and well known. There were loyal customers from both the local communities plus a wider area, many of whom regularly visited for lunch/dinner. On a Friday night it was often packed by 8:00 p.m.</p> <p>New Years Eve was a major highlight of the year when the landlord at the time put on a free buffet to thank all their customers. There was a regular group of locals who would gather on a Tuesday evening. A tradition that went back over 30 years. That particular group had grown in size over the years, especially as the demographics of the village changed.</p> <p>During the warmer months the George would be very busy with many drinkers sitting on the village green opposite. The successful Landlords retired in 2007 and the business was taken over by a new landlady.</p> <p>Initially she kept the business model the same but after a while she began to change the business model taking it more up market in terms of dining. She stopped catering for the type of visitors who had traditionally made up a significant part of the business. i.e. walkers and day visitors.</p> <p>Nevertheless, the establishment was still open and accessible by all.</p>

	<p>The current landlord took over the business in 2017 and initially there was no change to the business model. However, they eventually went much more up market in terms of prices and the range of ales/beers were reduced as were the opening hours.</p> <p><b>Yes</b></p>	
<b>The use above is the main one and not ancillary?</b>	<b>Yes</b>	
<b>Is it realistic to think that the building or land will continue to be used in a way which will further the social well-being and social interests of the community within the next 5 years?</b>	<p>It could be ran as a successful public House and attract more visitors. It could also become a social hub for the community as it was previously. The building, grounds and facilities are purpose built to accommodate a pub and restaurant. The premises are in excellent condition inside and out.</p> <p>I confirm that the Parish Council are aware that an application has been made to list <b>The George, Alstonefield</b> as an Asset of Community Value. The matter was discussed at the Council meeting on 21<sup>st</sup> June and I am instructed to inform you that the <u>Parish Council supports the application.</u></p> <p style="text-align: right;"><b>YES</b></p>	
<b>Is the Criteria met?</b>	<b>YES</b>	
<b>Assessment undertaken by:</b>	<b>Signed</b>	<b>Date</b>
Victoria Ellis	V.Ellis	26/07/23
David Smith		