

From: planningcomments@staffs Moorlands.gov.uk
To: [Planning Comments \(SMDC\)](#)
Subject: Comment Received from Public Access
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Application Reference No. : SMD/2022/0232 Site Address: White Hart Hotel High Street Alton Staffordshire
ST10 4AQ Comments by: James Goodley Rural Brewing Co

From:

Inglenook
Hurstons Lane
Alton
Alton
Staffordshire
ST10 4AP

Phone:

Email:

Submission: Neither

Comments: SMD/2022/0232

White Hart Hotel,

High Street,

Alton

Further to the application relating to this development I would like to make the following comments.

I am the person establishing the Rural Brewing company and am passionate about craft brewing and the business that I intend to develop. I am also a great believer of delivering a business that is as close to carbon neutral and environmentally sustainable as is practically possible.

I live with my family in Alton and see this as an opportunity to be able to work in the village of Alton within walking distance of my house. I am also keen to see the White Hart Community pub strengthen its position within the village to better serve the community.

I appreciate that the site is within the historical heart of Alton village which is why I would like to see this building restored and preserved in its current form as much as possible. The proposals in this application reflect this with minimal change to its vernacular.

There is a shortage of business premises in Alton. Many new houses have been built in Alton without the creation of any new business opportunities or jobs. Business premises

frequently close. In recent times we have lost three public houses, a butchers and a garage workshop. No new business premises have been created. The lack of public transport means that everybody has to drive out of Alton to work. This is not sustainable. Your Larger Villages Area Strategy policy SS8 states that you should 'Meet limited employment needs by enabling small scale new employment development.' The local Plans section on Sustainable Communities Strategy also states that you will 'Promote economic regeneration by supporting further regeneration within villages and that there will be a more flexible and proactive approach to employment development.'

The Local Plan has been guided by the National Planning Policy Framework and the overriding emphasis has been on sustainability. SMDC has committed to being carbon neutral by 2030. I believe that this development and the measures intended will create a sustainable business that will help you meet your target.

I mentioned earlier that I am keen environmentalist and wish to develop a sustainable business with as low an impact on the environment as possible. With this in mind we are developing an integrated waste water heat recovery system. We will be sourcing our electricity from a solely green provider. We will be installing EV charging points on the outside of the building and intend to electrify any vehicles connected to the business as finances allow. We will be working closely with the White Hart Community Pub and hopefully develop this business into a sustainable asset for the village.

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