

# Young & Co.'s Brewery

The Dog and Fox Public House, Wimbledon Village



Communications Potential has supported Young's on several applications at the Dog and Fox Public House. In 2016, plans to introduce a 17-room boutique hotel to the upper floors of the Dog and Fox public house were approved. In 2018, following the success of the original application, Young's instructed us to prepare an application for a further 12 rooms, enhanced restaurant function and improved accessibility.

Working closely with Planning Potential, Communications Potential has provided support on the Dog & Fox projects. Due to a loss of staff resident accommodation, the original scheme was refused by Merton Council. In order to resolve this matter, we liaised closely with the Council to address their concerns and provide information on the nature of the existing accommodation, and why the hotel would support the financial viability of the existing public house.

We were able to demonstrate that the loss of existing staff accommodation and establishment of a hotel on site was acceptable in policy terms. In addition, the project team were able to demonstrate that the principle of hotel use was acceptable in amenity, highways and conservation terms.

Having successfully gained permission for the original project in 2015, Young's instructed Communications Potential to achieve planning consent for 12 additional boutique hotel rooms, enhanced restaurant function and improved accessibility. The work involved demolition of existing commercial units and the construction of an extension to the existing public house. The project faced criticism from local stakeholders, which was carefully managed by extensive consultation, elected member engagement, and strategic messaging.

Communications Potential was delighted to secure consent for the additional boutique rooms in March 2018, with no member objections.

## Summary of achievements

- Producing a political audit report to identify key Councillors, stakeholders and community groups
- Active engagement with ward and planning committee Councillors, including a members' briefing to outline the benefits of the proposals and encourage member support
- Preparing the Statement of Community involvement