

Summaries of 'speed dating' presentations

Publicity and influencing decision makers

Don't try to do it all on your own. Use the guidance on the CAMRA website. Steal others' ideas. Think outside the box (cf those White Bears).

Form groups; select spokespeople; contact CAMRA for ideas; use social media; engage celebrities.

Policy: national; regional; local

Aim to get commitment from members and officers to implementation of policies. People must *want* to have a pub protection policy. They may also choose not to for religious/moral reasons.

Government's policy direction is towards deregulation and so any tightening of control of change of use for pubs can only result from constituency pressure. CAMRA needs to create that constituency.

Using the Sustainable Communities Act

Ensure that communities are included in discussions. The Act could help deliver a political result. Some Councils have adopted supportive resolutions. Contact them.

The General Permitted Development Order; use of Article 4 Directions

CAMRA has limited volunteer resources; direct them to campaigns there is a chance of winning. Use classes reflect judgements of relative amenity and nuisance, pubs being traditionally categorised more by the latter.

After temporary B1 business office use for up to two years since the 2013 changes, what becomes of what was previously a pub? The lawful A4 use remains extant; thanks to Eric Pickles, there is no 'daisy chain' effect but in practice the immediate consequence of B1 conversion will be that a pub's bar, pipework and stillage will be ripped out.

Article 4 Directions are no panacea. CAMRA policy remains firmly that pubs should be *sui generis*. Meanwhile know what the rules are, how they are applied and use all available correctly. Convince the officers in the first instance. Examples can be provided of very good objections. Cite precedents, especially of decisions upheld at Planning Inspector level.

The Localism Act

Remember three aspects of ACV registration:

- community right to bid;
- material planning consideration;
- compulsory purchase possibility