



DUKE WILLIAM, BEWDLEY **BEWDLEY, DY14 9XH**

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£10,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Duke William is a rural pub in Callow Hill, near to the Wyre Forest, 2 miles from the town of Bewdley. Located on the main road between Bewdley and Tenbury Wells, it attracts passing trade, along with tourists visiting the popular Wyre Forest and there are good public transport links to and from Bewdley. The Duke William is a superb example of a rural pub that focuses on well-kept real ales and a traditional food menu, alongside great entertainment and good customer service. The large grassed garden and children's play area attracts families to the pub during the Spring and Summer and it is Dog Friendly. Over 20,000 people live within 10 minutes drive time, of which the main category is Comfortable Communities.

Pub Layout

On entering the pub, you are greeted with 2 traditional bars which are well stocked with cask ale, a variety of lagers – premium, esteem and core, an excellent choice of wine and a good range of gins and spirits. The larger left-hand side bar presents itself as a dining area, which also has access to the garden and could be sectioned off for private events and functions. The right-hand side bar is popular with local drinking customers and benefits from an open fire, along with darts area and TV. A good sized commercial kitchen is to the rear of the pub. A large grassed garden to the side of the pub, which is enclosed for the safety of children and includes a children's play area is also great for barbecues and events during the spring/summer. There is a large car park to the front of the pub.

TRADING STYLE

The Duke William prides itself on being the heartbeat of the local rural community. The current licensees have created a positive community feel with numerous community events such as beer festivals, charity events, street food events and fantastic live entertainment. The bar has a wide range of cask and keg ale and a good selection of wines and spirits. Opportunity for a new licensee to launch a new traditional food menu, along with building a good rhythm of the week, including sports teams, quiz nights, games nights, a variety of music and entertainment, that gives the people of Callow Hill and surrounding areas a reason to visit and return.

ACCOMODATION

Private Accommodation

The private accommodation is located on the first floor of the pub and is all in good decorative order. It comprises of three bedrooms, lounge, kitchen and bathroom.



3+ Private
Bedrooms



Beer Garden



Car Park



Cask Ale



Children Play
Area



Function Room



Kitchen



Live Music

FINANCIAL

Annual Rent: To support you in getting off to a strong start, we are offering an introductory rent that is significantly below the rent of £20,000 per year. This reduced rent applies for the first six months of the agreement, giving the new licensee(s) the opportunity to establish the business and build trade during the early operating period. The full rent of £20,000 will only take effect after six months.

Stepped rent structure (introductory period):

- **Month 1-6:** £200 per week plus VAT

Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £3,000

Stock: £2,000

Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.

Tie: All drinks categories are tied. For fully funded licensees on long term agreements, we offer free-of-tie options for certain drinks categories in exchange for an annual fee.

For a breakdown on financial information, please refer to the 'Additional Info' tab.

BDM VISION

I am looking for a local, experienced licensee. Someone with good knowledge of the community, who has experience of running food establishments. The licensee will engage at every level, leading and driving their business from the front. They will put their people and their community at the heart of everything they do. Focusing on great retail standards, traditional pub grub, championing cask ales and encouraging sports teams to drive this business further. Getting involved with local fundraising and events to create loyalty will build on the foundations here which are already sown in. They will have knowledge of all areas of marketing their business and showcasing this throughout social media at every level.

There is a refurbishment planned at this pub, which is subject to full Board approval. All designs are draft and indicative only, intended to showcase the potential of the pub. The refurbishment will be refined and personalised once a long-term licensee is secured, incorporating their vision for the look and feel of the business.



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