

Bell by the Green Devizes



Introduction

Devizes is a market town in the heart of Wiltshire, England. Devizes offers many tourist attractions including our very own Wadworth Brewery. Our Brewery tour and visitors centre has been awarded Gold in South West Tourism Excellence and also holds the Visit England 'Welcome' Accolade. The Brewery still deliver to pubs around Devizes by horse (Max & Monty) and cart. Other attractions include Caen Locks, the Kennet and Avon Canal and the Wiltshire Museum. Devizes is also a popular place to stay with its location near to Stonehenge, Salisbury, Avebury, Bath and Bradford on Avon.

The Bell by the Green is popular with people of all ages and it offers a friendly and welcoming atmosphere. Occasional live bands have been well supported; live sport has always been popular along with a weekly quiz.



Trading Potential

The Bell by the Green currently sits within our 'Neighbourhood' segment which is aimed at the local clientele. There is an opportunity to increase wet sales and develop a good food trade. The pub is perfect to offer transitional trading periods throughout the day, 7 days a week. By utilizing the back bar the pub can grow its skittles, darts and pool teams.

The Bell will be undergoing an internal and external refurbishment. This will include completely modernising the front bar, a full refurbishment of both toilets, plus relocating the pool table to gain additional covers for both eating and drinking. The bar and back bar overhaul will deliver a complete new look - to include redecoration, new carpet, curtains, lighting and bric-a-brac. What is currently a popular smoking shelter will be replaced with a modern new look area for smokers. The exterior of the building will undergo a full redecoration with a new signage and lights scheme.

The full potential of the Bell by the Green is not currently being met and we would expect to see a split of 70/30 in favour of wet sales with the turnover of the business trading at circa £415,500. We see the Bell as a popular drinking venue with a food offer tailored to reflect the proposed concept.

New Business Partner Profile

This pub would suit an applicant with a strong sense of community and outgoing personality. These key attributes are essential to build a strong bar trade, and market the pub to its full potential. Currently host to local skittles, pool and darts teams, the successful applicant will look to build on existing trade by developing the food offering, promoting sporting events and extending opening hours.

Trade Areas

The current internal trade areas comprises a large, open plan bar and central servery with 48 covers. To the rear of the property, there is a separate function room with skittle alley and bar, which can entertain circa 100 people. This facility also benefits from its own small cellar, separate entrance and access to the garden.

Ancillary trade areas include customer WC's, underground cellar, and trade kitchen. The function room benefits from its own small cellar.

Externally there is an enclosed trade garden to the rear of the property with bench seating. There are also three stables used for additional storage and car parking for circa 6 vehicles.

Domestic Accommodation

The private accommodation comprises three double bedrooms, a lounge, dining room and fitted kitchen. The bathroom has a bath with separate shower and two WC's.

Capital Required

Fixtures & Fittings estimated to be	TBC
Stock estimated to be	£3,000
Security Deposit	£8,000
Minimum working capital required	£9,000
Total (circa)	£20,000 Circa