

**LOCAL AREA INFORMATION**

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The village of Croft lies 8 miles south west of the city of Leicester. In 2001 its population was recorded as 1,066. Croft became more densely populated after quarrying started in the mid 19th century, the granite from the quarry is used primarily in the creation of roads and is one of the largest quarries in the East Midlands.

**DIRECTIONAL NOTE**

Croft is situated between the B4114 and the M69 and has easy access to the M1

**LOCAL AMENITIES**

Croft has a thriving community, with a cricket club, residential homes, a primary school and a parish church. There are lots of other amenities in the surrounding villages and small towns.

**SCHOOLING INFORMATION**

The primary school closest to the pub is the Croft C of E Primary School, in its last inspection it was awarded an overall grade of "good". Thomas Estley Community College (age range 11-14) achieved an "outstanding" approval in their last inspection in 2010. For more information about these schools and many more, please visit [www.ofsted.gov.uk](http://www.ofsted.gov.uk)



**WHY EVERARDS?**



**Three Times  
Publican Pub  
Company of  
the Year**

**Licensees  
spending more  
time with our  
BDMs make  
more profit\***

So why run your own  
pub with anyone else?

\*Independent research by CGA Strategy with  
85% of our pubs during August 2009

**93% of our  
licensees  
would sign  
up with us  
again\***

So why run your own  
pub with anyone else?

\*Independent research by CGA Strategy with  
85% of our pubs during August 2009



**Tina Clarke, Stamford Arms, Groby**

"My background is in retail and the experience has been invaluable when it came to running our very own pub. I spent twelve years working with Next in a number of roles ranging from Area Store Manager through to Human Resources at their Head Office. We employ 12 really great members of staff here at The Stamford and I look after everything from arranging payroll and rota's through to arranging pub events and music gigs."



**Dan Lacey, Horseshoe, Oakham**

"I'm not the sort of person who can sit behind a desk, working the 9-5 shift. Running my own pub means that I get to make the decisions, I get to meet some very interesting people and yes the hours can be long but that's part of being your own boss and I find it very liberating."

**The Heathcote Arms**  
Profit Potential: £ 40,119\*  
Three Year Standard Tenancy

**THE HEATHCOTE ARMS, HILL STREET,  
CROFT, LEICESTERSHIRE, LE9 3EG**

- Great range of cask ales & ciders
- Elevated position in the heart of the village
- Unique cosy bar



**INTERESTED?**

**Recruitment Team:**

Phone: 0800 056 4111

Email: [recruitment@everards.co.uk](mailto:recruitment@everards.co.uk)

**Business Development Manager**

**Mike Brown (BDM)**

Phone: 07860 100 433

Email: [mikebrown@everards.co.uk](mailto:mikebrown@everards.co.uk)



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The Heathcote Arms has been owned by Everards since 1920. This traditional pub has long been an important part of the community and is a welcoming and friendly local. It has a good reputation for its range of ales and the food sales have grown considerably under the current tenants. We are searching for licensee's to maintain and build upon this already successful business. Catering skills would be beneficial, as would marketing skills, in order to promote the pub to a wider clientele. Becoming part of the local community is essential as is the ability to develop the business.

FINANCIAL INFORMATION

**£ PROFIT POTENTIAL**

We would anticipate that a tenant could earn **£40,119\*** net profit from this site per year

**TURNOVER**

FMT stands for Fair Maintainable Trade - please see the bottom of the page for a full definition of this term

**DRINKS**

FMT	£297,705
Estimated Current (net):	£235,801

**FOOD**

FMT	£54,167
Estimated Current (net):	£30,000

**MACHINES**

FMT	£1,012
Estimated Current (net):	£1,012

**LEVEL OF INVESTMENT**

This is a one-off payment made at the start of the tenancy agreement. All figures are estimates and exclude VAT.

• Fixtures & Fittings:	£18,000
• Stock & Glassware:	£3,000
• Working Capital:	£5,000
• Trading Deposit:	£6,022
• Valuer & Stocktaking:	£1,440
<b>Total</b>	<b>£33,462</b>

**BARRELAGE**

A barrel is a unit of measurement adopted by the pub & brewing industry. A barrel is 36 gallons of 288 pints. This excludes wines, minerals & spirits.

• FMT Barrelage	310
• Current MAT Barrelage	246
2010	201
2009	213

**RATES**

These rates can be checked with the local rating office. We encourage licensees to challenge rates & use a specialist to assist

Rateable Value	£14,000
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**RENT**

The rent has been calculated using the FMT turnover that we would anticipate from the site. All Everards rents are linked to RPI so may increase or decrease in future years

Rent required for this site	£30,000
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**Finances at a Glance**

**Initial Investment: £33,462 • Annual Estimated Net Profit: £40,119\***

\*This information is generated from our assessment of Fair Maintainable Trade (FMT) at The Heathcote Arms and is based on certain assumptions and information provided by our licensees (to be disclosed on request). FMT is the level of turnover we would expect the pub to achieve within its market and this is assessed in line with good industry practice and relevant accountancy standards.

Wherever possible we have also included the pub's current trading information as at 22/7/11 in addition to FMT. This is taken from our sales information (barrelage) and information from the licensees such as their trading information and cost base.

We would expect you to use the FMT information to help form the financial element of your business plan. These figures above are an estimate based on FMT and you may think that you can exceed or conversely not achieve these. As this stage we would strongly recommend that you take independent financial advice to help you form a budgeted profit and loss statement.

This information is not intended to amount to advice, a statement of fact, a guarantee, a representation, a condition or a warranty on which reliance should be placed but is our opinion only. We therefore, to the extent permitted by law, disclaim all liability and responsibility arising from any reliance placed on such information by you or anyone informed of its contents.

You are advised to carry out your own financial investigations and inspections into the pub to satisfy yourself as to the correctness of the above information, whether or not you can achieve these figures and as to the trading potential of this pub. You will be given a shadow profit and loss account and other details of the pub when you make a formal enquiry - this will be given within our Code of Practice which also contains other details about Everards.

Historic information is not an indicator of future performance of a pub and you should bear this in mind in your assessment.

[This information does not constitute any part of an offer or a contract and any acquisition of a pub by you is subject to our terms and conditions of agreement]

**FEATURES OF THE HEATHCOTE ARMS**

- Lounge
- Bar
- Games Room
- Skittle Alley/Function Room
- Patio Area & Large Garden
- Large car park

**Other areas:**

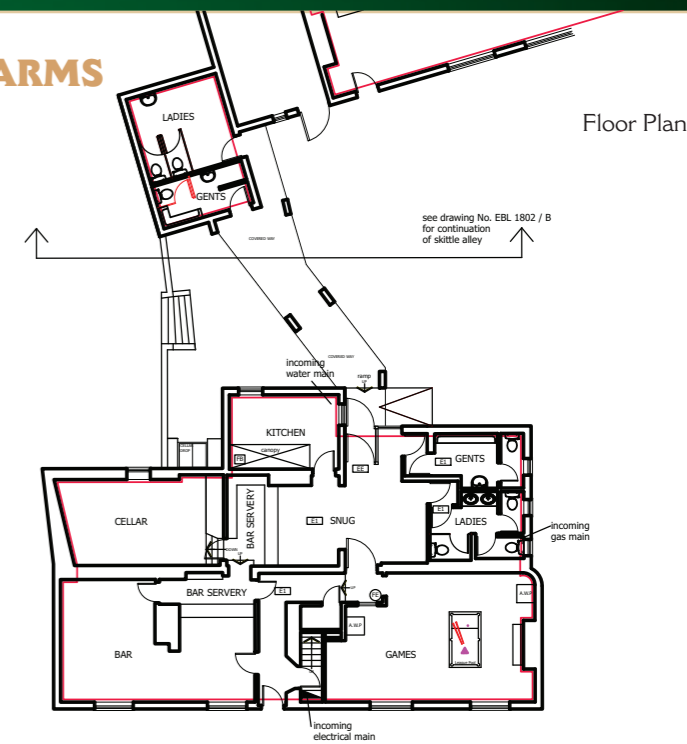
- Kitchen

**Living spaces**

- 2 Bedrooms
- Lounge
- Kitchen
- Bathroom
- Office/3rd bedroom
- Garage

**Location**

By far the most significant feature of the village of Croft, is Croft Hill. It towers over the village at 300ft. The Heathcote Arms is situated on this prominent hillside location.



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