

Bull

25 High Street, Dereham, Norfolk, NR19 1DZ



PUB OVERVIEW

The Bull is a charming high street pub in the market town of Dereham, Norfolk. Occupying a prominent position upon a one way system in the town centre, its excellent location facilitates a large amount of passing trade throughout the day and evenings from locals and visitors. The rare opportunity now exists for a new operator to build on the already successful trade this site enjoys.

Transferring from our retail estate, the Bull is in a great condition after undergoing extensive refurbishment a few years ago including featured wallpaper and area zoning to create a snug community feel. The pub now offers 3 segregated trade areas including an L shaped bar, outside pool table and courtyard beer garden. Plans are in motion to invest and improve on the courtyard areas in order to generate further business. The car park holds circa 10 cars and is a valuable asset in this town centre venue.

BUSINESS INFORMATION

Entry cost from:

£17,650

Annual rent:

£35,000 per annum plus 7.0% Turnover
 Royalty

Agreement

Tenancy - Turnover Tenancy

Forecasted Operator Machine Profit:

£11,376

Forecasted Operator Profit (including
 machine profit):

£57,886

Forecasted Operator Turnover:

£515,543

Average Beer & Cider Discount*:

£204.00

* dependent on sales mix

Type of Tie:

Full tie: Access to Discounted Wines, Spirits
 & Minerals Price List

FACILITIES



TRADE BAR



CAR PARK



DINING AREA



PUB GARDEN



TRADE KITCHEN



TRADE PATIO

LOCATION

Dereham, also known as East Dereham, is a town and civil parish in the English county of Norfolk. Dereham is a short 40 minute drive to the North Norfolk coastal areas and 20 minutes to the nearest city of Norwich. Dereham is at the heart of Norfolk and should be distinguished from the small village of West Dereham which is 25 miles away with a small population of 500.

An important annual event is the Dereham Carnival, involving parades, arena displays, food and drink and lots of community spirit. Dereham also has a Hollywood Cinema located in the Market Place, originally a grain market and converted to a cinema in 1924. Another historic site in the village is St Nicholas Church and bell tower which dates back to the 12th century.

CURRENT PREMISES LICENCE OPENING HOURS

Monday to Thursday 09:00hrs - 23:30hrs Friday to Saturday 09:00hrs - 00:30hrs Sunday 09:00hrs - 23:30hrs

About the business

TRADE SPACE

The trade areas are open plan, but have strategic curves and walls to formulate cosy snug areas. There is a large L shaped bar which takes centre stage and an outdoor courtyard garden.

TRADE SPACE	
Bars	1
Car park spaces	10
Dining rooms	3
Food covers	60
Gardens	1
Trade kitchens	1
Patio areas	1

PRIVATE ACCOMMODATION

Large 3 bedroom private owners accommodation.

PRIVATE SPACE	
Private Rooms	8
Lounge	1
Single Bedrooms	1
Double bedrooms	2
Private Kitchen	1
Bathrooms	1
Toilets	1
Office	1

FINANCIAL INFORMATION

Entry costs approximately £17,650.00 which includes fixtures and fittings, stock, glassware, crockery, cutlery, fuel and cleaning materials, legal, brokers and stocktaking fees, training fees, schedule of condition, working capital and deposit (25% of head rent, minimum £6,000).

Please note F&F is currently still to be valued, assisted purchasing may be available

RENT INFORMATION

Annual rent	£35,000 per annum plus 7.0% Turnover Royalty
Notes	£35,000 per annum, £673.08 per week paid weekly by direct debit. All terms negotiated on agreement.

Brokers	£675	Legal	£825
Deposit	£6,000	Stocktaking fees	£150
Fixtures & fittings	£0	Working capital	£7,000
Other costs	£3,000	Total entry cost	£17,650

ESTIMATING TURNOVER

You will need to estimate the turnover you expect to achieve from the pub, with regard to food and accommodation (if applicable). Barrelage figures are given to assist you with calculations.

Calculators to help you are available on the business planning section of our website.

TRADING VOLUMES

YEAR	BEER (BRLS)	WINE & SPIRITS (LTRS)	MINERALS (LTRS)
2017/18	228	64	-
2016/17	229	64	-
2015/16	219	62	-
Volume notes	Please note, value for wines & spirits includes minerals. Breakdown TBC.		



“The Bull is a charming local pub situated in the heart of this small Norfolk village. This is the perfect opportunity for somebody willing to get involved with the local community spirit and build on the already strong trade.”

Lee Jarvis, Business Development Manager

WHY CHOOSE US?

By choosing Greene King, you'll be joining one of the UK's most successful and respected leased and tenanted pub companies. With a heritage of running pubs and brewing beer that can be traced back over 200 years, at Greene King we're proud of our history and confident that, as the country's leading pub retailer and brewer, we can help make your pub the success it deserves to be.