



## Marketing Report

**Prepared for the Owners of Ham Brewery Tap**

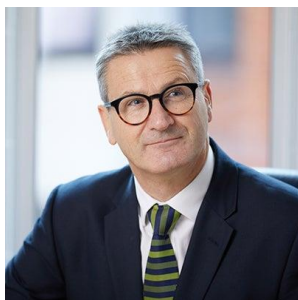
27<sup>th</sup> April 2022

# Disclaimer

This report is addressed for the sole and exclusive use of:

**– The Owners of Ham Brewery Tap, 4-6 Ham Street, Richmond TW10 7HT**

Should you have any questions regarding this report, please contact:



**Neil Morgan**  
**Senior Director – Pubs & Restaurants**  
M: +44 7831 101 260  
E: [neil.morgan@christie.com](mailto:neil.morgan@christie.com)



**Peter Taylor**  
**Director – Pubs & Restaurants**  
M: +44 7811 441 731  
E: [peter.taylor@christie.com](mailto:peter.taylor@christie.com)



# The UK Licensed Sector

# UK Pub Sector – Background

## Decline in numbers as unsustainable pubs have fallen out of the market

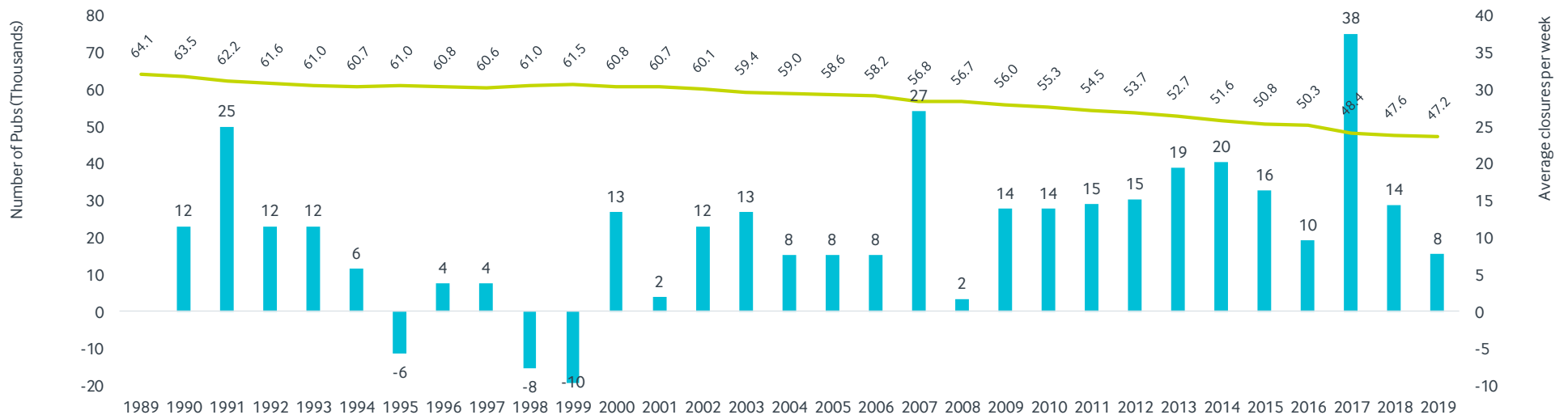
Prior to COVID-19, the overriding narrative that has featured in the UK press in recent decades has been one of negativity, focusing on the decline in the number of trading pubs, from a high of 67,000 in 1989 to just over 47,000 before the impact of COVID-19 took hold. This decline was a result of social changes and the nation’s evolving relationship with the local pub, as well as structural changes brought on by legislation, economic challenges in the wake of the global financial crisis and recession of 2007-2008, as well as the impact of the smoking ban in 2007.

However, in truth the market was oversaturated, and many of the pubs that have closed were unsustainable bottom end sites that had been underinvested by their pubco landlord over a sustained period, with overall supply becoming leaner and of a higher average quality as a result of the closures.

During the recovery, fortunes improved, and the sector showed strong fundamentals as pubs adapted to a new environment and sought to ride emerging trends first in casual dining, then later in craft beer and spirits, particularly gin.

The pandemic forced licensed hospitality businesses to close intermittently since March 2020, with many businesses facing unprecedented challenges as a result. However, as the lockdown began to lift and restrictions eased, several segments of the market enjoyed a positive response from consumers, particularly those with community-based operations, where there is sufficient demand from the local residents to support the business.

### Changing Supply Landscape for the UK Pub Sector Before COVID-19



Source: Christie & Co Research and Analysis



# Primary Operating Models

Five main operating models within the industry – and no such thing as a “typical” pub

Operating Model	Detail	Illustrative example
<b>Managed</b>	Trading as either branded or unbranded, managed pubs tend to be both bigger and superior, with landlords selecting the best sites to run themselves. Portfolios are typically freehold although may include some leasehold properties. Managed houses have been increasingly attractive to corporate buyers and operators in the wake of the Pubs Code, and there are several exclusively managed pub estates, including Mitchells & Butlers and JD Wetherspoon.	
<b>Franchised</b>	A model that seeks to combine the benefits of the tenanted and managed models. The operator takes a share of pub turnover (typically 15-20%) from which they must pay all staff costs and their own salary (being the remainder). This alleviates the owning pubco from having to recruit, train, rota and pay staff or ensure compliance with many laws and regulations, whilst retaining upside potential. By receiving a fixed percentage of revenue, the franchisee is encouraged to drive top lines, and keep staff costs to a minimum, thereby ensuring a greater personal return. A franchised pub can technically be either tied or free-of-tie, but generally pubcos will stipulate from where managers can order wet and/or dry produce.	
<b>Tied Lease or Tied Tenancy</b>	Private individuals (or small companies) lease their pub(s) from one or more pubcos such as Stonegate Group, Punch Taverns, or other major national or regional entities. The terms are typically for up to 30 years, and require the operator to buy the majority or even all of its beer and other drinks from their landlord or its nominated supplier. As a result, tenants typically end up paying more for their wet products (i.e. reducing gross margins), but with lower rent than for a free of tie lease, and can also receive “business development” support from their landlord.	
<b>Free-of-Tie Lease</b>	These are currently relatively few in number, but are expected to grow over the next few years as more tied tenants of major pubcos seek to exercise their MRO option and go free-of-tie. Operators pay a market rent (which is generally higher than the rent would be under a tied lease) but are then able to buy their stock from any source of their choosing, typically improving margin significantly. There are a mixture of private and institutional landlords, including major pubcos.	
<b>Freehouse</b>	The independent operator runs his or her own business in a (usually) freehold property. There is no obligations to buy stock from any particular suppliers and hence the operator can negotiate their own terms.	

Source: Christie & Co Research and Analysis



# Ham Brewery Tap Marketing Process

# Marketing Process – Background

## Ham Brewery Tap, 4-6 Ham Street, Richmond TW10 7HT

We set out in the following pages our marketing report in respect of the above property which includes the marketing for the previous owners Compton London Limited and subsequently for the current owners.

In both marketing exercises, the property was placed on the Christie & Co dedicated property selling website (www.christie.com) in addition to the Commercial section of the UK wide property selling portal Rightmove.

For both campaigns, a highly visible “To Let” Board was also placed at the property with “New Lease Available” in addition to “Freehold Offers Considered”.

The following pages summarise each of the marketing campaigns. The detail has been extracted from our unique IBIS CRM database system which provides detailed analysis of the levels of interest from our sales marketing campaigns.

### **Campaign #1 – Compton Limited (21<sup>st</sup> February 2020 to 24<sup>th</sup> September 2021)**

**11<sup>th</sup> February 2020** – Christie & Co undertook inspection of the property and provided marketing advice.

**21<sup>st</sup> February 2020** – Instructed to find a suitable tenant for the entire premises quoting a commencement rent of £60,000 per annum with term of lease to be negotiated. Or, freehold offers considered.

**A copy of Christie & Co’s marketing details for each of the campaigns is attached in Appendix II**

### **Campaign #2 – Current Owners (13<sup>th</sup> October 2021 to date)**

13<sup>th</sup> October 2021 – Instructed by new freehold owners to find a suitable tenant for the entire premises quoting a Nil Premium and commencement rent of £55,000 per annum with term of lease to be negotiated, or freehold offers may be considered.

The existing “To Let” board erected at the property was replaced with “New Lease Available”.

**A copy of Christie & Co’s marketing details for each of the campaigns is attached in Appendix III**



### **Previous Marketing Undertaken by AG&G 2018-2020**

The former owners of the property, Admiral Taverns, instructed specialist licenced premises agent AG&G to market the property on a multiple agency basis in from 31<sup>st</sup> October 2018, either to let or for sale.

We have information from AG&G that this marketing activity was initiated in part due to Admiral’s tenant being in rental arrears with the pub’s business apparently failing. AG&G have furthermore confirmed that Admiral’s tenant held a tied tenancy at a rental of £29,000pa. We are informed that AG&G generated 4 offers for the property, exclusively from prospective non-licenced trade buyers, none of which was pursued by Admiral.

Subsequently, Admiral chose to pursue a sale to Compton London Ltd, a subsidiary of Radia Estates Ltd and contracts for a freehold sale of the property were exchanged. AG&G were then instructed by Radia Estates to offer the property to let or for sale on 28<sup>th</sup> February 2020. Christie & Co were not informed of this instruction to AG&G by Radia/Compton. A copy of AG&G’s sales particulars is attached as Appendix IV

# Marketing Process – Campaign #1

## Marketing period - Compton Limited (21st February 2020 to 24th September 2021)

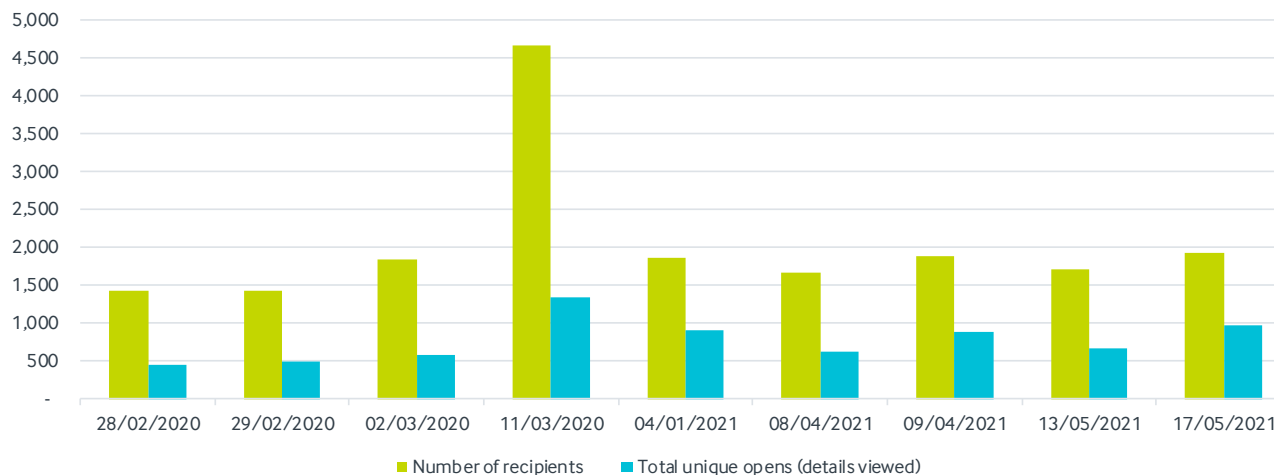
### Marketing Campaign

Nine general email campaigns “New Opportunities” and “Targeted Campaigns” were issued to the Christie & Co database of applicants on the following dates resulting in a total of 18,425 applicants and 6,880 unique opens. The Ham Brewery Tap was featured on the Christie & Co website and Rightmove from date of instruction in February 2020 till 24 September 2021.

The marketing campaign covered not only pubs, restaurants and cafes, but also other community uses including gyms, health clubs, surgeries, vets, nurseries, social clubs, dance studios, laundrettes and religious establishments. As a result of our campaign, 13 formal viewings were undertaken from a range of buyers including existing pub and restaurant operators, as well non licensed uses e.g. an Arts & Social Club.

It should be noted that a Director of Compton Ltd suddenly passed away and as a consequence Christie & Co were instructed on the 31st March 2021 to seek a freehold purchaser, resulting in an offer from the current owners accepted by the Estate Beneficiaries on 13<sup>th</sup> July 2021, with contracts subsequently exchanged on 24<sup>th</sup> September 2021

### Activity Summary - Christie & Co Email Campaign



Source: Christie & Co Research and Analysis

### Activity Summary - Websites

Christie & Co Website	Rightmove
Total website page views	Total Rightmove page visits
4,167	19,747
Total logged in page views	Total Rightmove email enquiries
2,264	154
Total guest page views	
1,903	
Total unique logged in users	
806	
Total unique guest users	
1,583	

### Offer Analysis

Date	Commentary
02/10/2020	Mr Abhinav Malhotra – (existing pub operator). Nil premium, 8-month rent free and then 7 months at £2,083 per month, increasing to £4,166 per month until year 5. Bidder withdrew interest following detailed investigation of the area, cost of refurbishment and viability.
04/12/2020	Mr Nikola Moya – (Restaurant operator) Nil Premium, 6-month rent at £2,500 pcm, then £50,000 per annum until year 5. Offer considered however the purchaser was unable to provide a suitable and viable business plan or any evidence of sufficient financial funds to undertake the refurbishment and re-opening of the pub.
27/02/2021	Mr Faigk Israfilof - (first time buyer) Nil premium, 3-month rent free, 9 months at £1,875 per month, £3,750 per month for years 2 to 5 and then £4,166 per month until year 6. Offer was withdrawn following further consideration given to the property location and size of internal and external trade areas.
23/04/2021	Ms Jessica Ann Williams – (Runs an existing Dance Studio business, looking to create an Arts & Pub Club). Nil Premium, month rent free and then £2,000 for 24 months. Offer rejected as vendors were now seeking a freehold sale only. Applicant resolved to progress interest in other available preferred sites.
01/06/2021	Mr Masoero submitted an offer for £1.1M, increased to £1.175M on 16th June and then a final offer of £1.225M on 21st June 2021. Despite repeated requests for proof of funding, this was not forthcoming.

# Marketing Process – Campaign #1 (Continued)

## Notes to the campaign

### Feedback from viewings during the campaign:

- Too much work required
- No dedicated customer car parking facilities
- Area/demographics unsuitable for intended style of operation
- Trade space too small and limited scope to significantly extend
- Configuration of trade space unsuitable

# Marketing Process – Campaign #2

## Marketing period – Current Owners (13th October 2021 to date)

### Marketing Campaign

General email campaign “New Opportunities” and “Targeted Campaigns” were issued to the Christie & Co database of applicants on the 27th October 2021.

The Ham Brewery Tap was placed on the Christie & Co website from date of instruction in September 2021 and continues to attract enquiries.

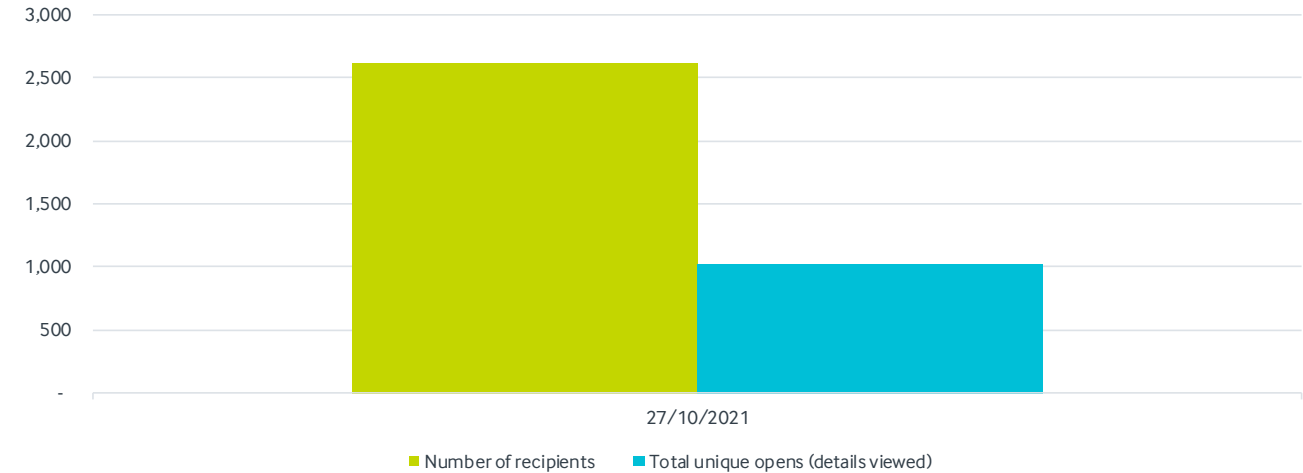
The marketing campaign covered pubs, restaurants and cafes together with a similar list of community users to the previous marketing campaign undertaken for Compton Ltd.

As a result of our extensive campaign, to date 6 formal viewings have been undertaken from a range of buyers including existing pub and restaurant operators, as well non licensed use e.g. Vets practice.

Feedback from the various viewings:-

- Limited parking on and around the premises
- Trade space too small and limited scope to extend
- Internal layout non conducive to intended style of operation

### Activity Summary - Christie & Co Email Campaign



Source: Christie & Co Research and Analysis

### Activity Summary - Websites

Christie & Co Website		Rightmove	
Total website page views	671	Total Rightmove page visits	1,458
Total logged in page views	382	Total Rightmove email enquiries	4
Total guest page views	289		
Total unique users	384		
Total unique logged in users	148		
Total unique guest users	236		

### Offer Analysis

Date	Commentary
11/11/2021	North and South Leisure – Tenancy-at-Will for 2 years at 10% of net revenue three months rent free. Offer was subsequently withdrawn due to amount of expenditure required to create an operating public house and limited potential for food trade
10/12/2021	Mr Nikola Moya – offered new lease at £55,000pa. Offer considered however the purchaser was unable to provide a suitable and viable business plan or any evidence of sufficient financial funds to undertake the refurbishment and re-opening of the pub
27/02/2021	Vetcentric Limited - (multiple Veterinary practice company). Offered to take a new lease on the property to exclude the garage and side forecourt.





## Commercial Viability

# Operational Issues and Competition

## Significant competition and operational challenges face this business

### Conversion to Food-Led Model:

- Our marketing campaign has generated a limited number of enquiries for conversion of the Ham Brewery Tap to a food led pub or restaurant. However, following on site inspections and assessments of trading potential, applicants have without exception declined to progress an acquisition.
- The reasons for this have predominantly centred on the limited trading area and lack of potential to extend. Although the overall ground floor area is c.210 sqm, the pub's trading area is little more than half this figure. In contrast, the requirements of 'gastro pub' and restaurant occupiers tend to range from 300 sqm – 500 sqm.
- Examples of requirement circulars from typical gastro pub and restaurant occupiers supporting this assessment are attached in Appendix IV
- Other reasons noted for the building's unsuitability for food led trade include:
  - the lack of passing trade
  - limited outside seating area
  - lack of on site parking;
  - and concerns as to the suitability of the local catchment area for such use.

### Alternative Community Uses:

- Our marketing campaign has been extensive to other community uses, although positive responses have been very limited. The property is clearly too small for a health club/gym and also for a nursery, with the added limitation of lack of on site parking and outdoor space. The enquiry from an arts/pub/café club failed to progress beyond initial discussions in part due to other sites being deemed more suitable.
- By far the best enquiry generated from a 'community-style use' is that from Vetcentric, being the subject of the current planning application.

The area is well catered for with a number of pubs accessible in the vicinity including the following:-



# Pub	Description
1 Ham Brewery Tap	Subject Property
2 The New Inn	Occupies a prominent position at the junction of Ham Common and Petersham Road some 437m to the east of the Ham Brewery Tap. This pub is larger, better located, has an extensive pub garden and enjoys good food trade.
3 Hand & Flower	Occupies a good busy location on Upper Ham Road some 535m to the south-east. This pub is much larger than the Brewery Tap and has an extensive beer garden to the rear. Although this pub has a somewhat chequered history, it has good potential for increased food trade having previously enjoyed a popular restaurant to the rear of the bar areas. We understand a new lease has been agreed with a pub operator, and that contractors are on site to begin refurbishment works.
4 Fox & Duck	Occupies a prominent position on Petersham Road some 1,200m to the north. This pub has been subject to recent improvement works, has parking and outdoor seating and enjoys good food trade. We note from The Ham & Petersham Community Magazine that the operators are due to submit an application for a new restaurant area and extended kitchen.
5 The Anglers	A significantly larger pub/restaurant occupying a riverside location some 1,100m to the south-west. This pub has the benefit of an extensive pub garden with riverside frontage and enjoys very popular food trade.

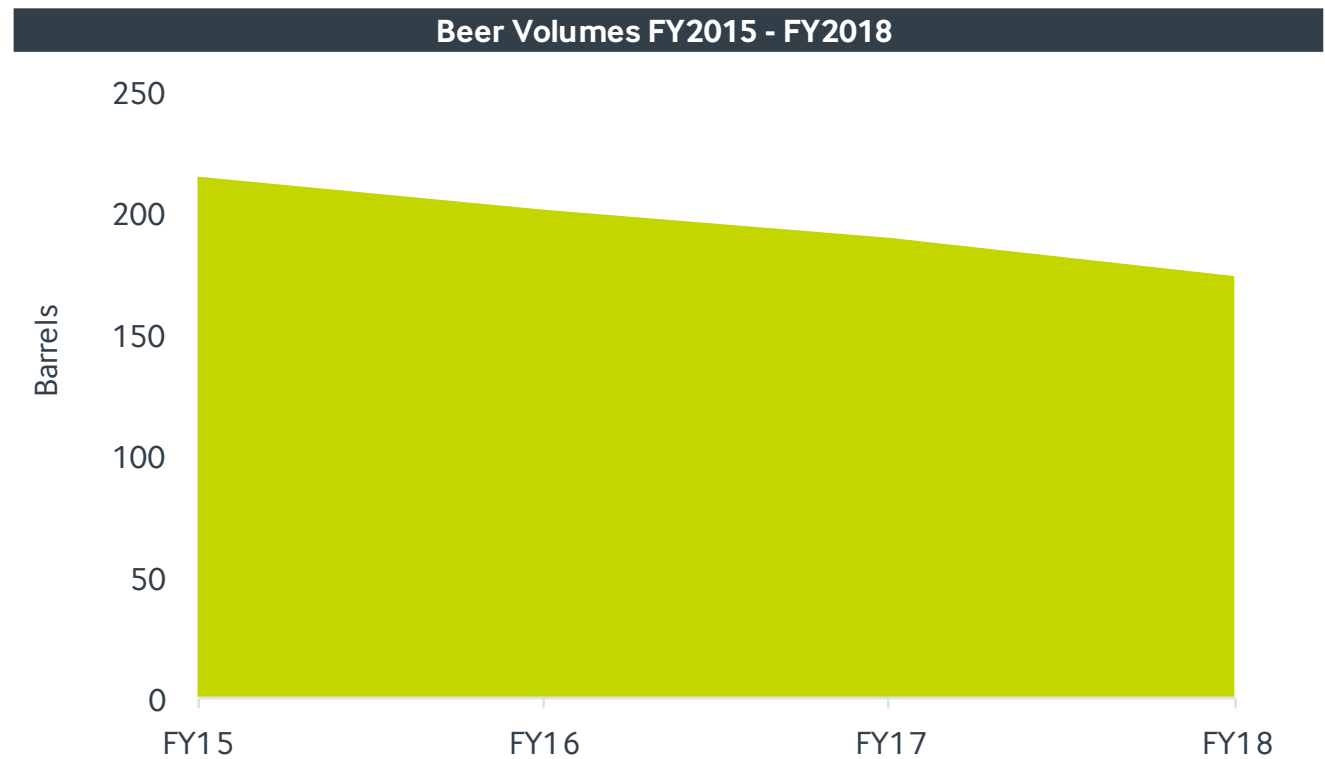
# Historical Trading

## Most recent available data shows barrelage in decline

### Key Observations:

- Figures for 2019 have not been made available to us, but it is known that the business failed, with the tenant in rental arrears and having vacated early in 2020 leaving significant debts and court summonses without leaving a forwarding address.
- Furthermore, the Rateable Value of the Ham Brewery Tap of £23,750 suggests an historic turnover in the order of £225,000-£250,000 per annum which is marginally viable for an owner operator seeking a lifestyle business and providing a roof over his head. It is insufficient to attract a multiple pub operator wishing to employ a manager.
- This assessment is supported by the most recent barrelage figure of 174 barrels per annum, which for a wet-led pub would suggest an overall turnover of c.£190,000 net of VAT. Assuming a margin of 20%, this analysis implies a residual annual sum of c.£38,000 to cover rent and profit.
- Our assessment that this pub is, at best, marginally viable is derived from the above analysis coupled with the unsuitability of the pub as a gastro pub for food led trade for reasons already highlighted within this report.
- The results of our marketing campaign clearly demonstrate that pub operators are not interested in taking on businesses that are projected as marginally viable – they instead require businesses that have strong prospects of generating material and consistent levels of profitability.

The Ham Brewery Tap has survived almost exclusively on 'wet trade' as a result of the limited size of its public areas, consequent unsuitability for food trade, and demographically differing local catchment areas. Over recent years, most wet-led pubs have suffered from significant declines in turnover and profitability. The Ham Brewery Tap has been no exception, as evidenced by the decline in sales of beer (barrelage) figures confirmed below:-



Source: Current Owners, Christie & Co Research and Analysis



## Conclusions

# Conclusions

## Operational challenges as well as significant competition makes this property marginally viable for continued use

### Conclusions

Despite extensive marketing over a period in excess of 2 years by ourselves, and over 4 years with the inclusion of AG&G's involvement, it has not resulted in a letting or sale to a tenant or purchaser requiring the premises for use as a public house, restaurant, café or any other community use.

Prospective purchasers appear to have been put off for a number of reasons:

There are four public houses occupying significantly superior locations nearby, all being larger and with much better actual or potential for food led trade. Furthermore, the southern environs of Richmond and the northern environs of Kingston provide significant numbers of pubs, restaurants and other community uses.

The property's Rateable Value, its recent declining trading history and our assessment of marginal viability indicates that the pub has not been well supported by the local community in the past. A material reason for this lack of support is that the pub sits between two areas of differing demographic profiles.

In the unlikely event that the pub were to attract a tenant or purchaser continuing its use as a wet led local pub, it is our assessment that the business would continue to suffer from, at best, marginal viability as pub wet sales continue to decline, unable to support investment in improvements and probably with regular tenant failures followed by lengthy void periods.

Furthermore, the results of our marketing demonstrate clearly that the potential for the pub to diversify into food, increase turnover, margins and ultimately profit is illusory. In practice, the limited size of the trading area, lack of on-site parking, limited outdoor seating and lack of passing trade have been negative determining factors in the minds of prospective purchasers and tenants.

In contrast, following our extensive marketing campaign, we have managed to generate a high class applicant for veterinary surgery use. Vetcentric intend to invest significant sums on refurbishment to safeguard and improve the integrity and visual appearance of the building and also contribute a valuable new facility for the undoubted benefit of the local community at large.

In reference to the Campaign for Real Ale's (CAMRA) Public House Viability Test, which requires assessing trading potential of a public house if it were to be run by a reasonably efficient operator, we believe that this report has considered the circumstances of the Ham Brewery Tap and measured these appropriately against the criteria of the Viability Test. Furthermore, the feedback from potential purchasers has reinforced a lack of confidence in the commercial viability of the Ham Brewery Tap.



## Appendix I – Terms & Conditions



# Appendix I – Terms & Conditions

Christie & Co, has undertaken Advisory Services (the "Report") in relation to the terms of our Letter of Engagement dated 3<sup>rd</sup> June 2021. This Report has been prepared for The Owners of Ham Brewery Tap, 4-6 Ham Street, Richmond TW10 7HT (the "Client"), by Christie & Co based on information provided by the Client and Christie & Co's internal database. This Report contains information which is confidential and is for the exclusive use of the persons to whom it is addressed. Accordingly, this Report may not be copied, reproduced, distributed, disclosed or revealed in whole or in part to any person without the prior written agreement of Christie & Co. The Report and its conclusions are based on our knowledge of demand sources, economic and growth data, as well as the status of the local competitive market. For the purposes of the Report and these Terms & Conditions:

1. For the purpose of these Terms and Conditions, the "Subject Property" shall refer to the asset, whether freehold or leasehold, that forms part of the past, present or future estate of the Client or affiliated companies whether or not currently incorporated.
2. Unless previously advised by, or to, Christie & Co in writing, Christie & Co shall be entitled to place full reliance upon the information provided by the Client or the Client's professional advisers (or either management's or the Companies' professional advisers where relevant) and where relevant upon agent's particulars which have been issued in respect of the Subject Property. Where expressly stated in the deliverables that Christie & Co has been provided with various information from statutory authorities, whether verbally, through electronic search, in writing or otherwise, (for example, with regard to fire precautions or planning or other statutory matters, etc) Christie & Co shall be entitled to place due reliance thereon. Notwithstanding the foregoing, Christie & Co can take no responsibility for any misstatement, omission or misrepresentation made to us by any of these parties or in the information provided to us. No representation, warranty or undertaking whatsoever, expressed or implied, is made or given by or on behalf of Christie & Co in relation to the completeness or accuracy of the information provided to us in order to prepare this Report. In particular, no representation or warranty is given as to the probability of achievement or reasonableness of any future projections, management estimates, prospects or returns contained in this Report.
3. The quality of onsite management operations has a direct effect on a property's economic viability. Any commentary on potential future performance for the Subject Property will assume both responsible ownership and competent management. Any variance from this assumption may have a significant impact on the potential performance of the Subject Property.
4. We do not guarantee that our estimates will be attained but they have been conscientiously prepared on the basis of information provided to us and our research and knowledge of regional and national licensed markets of relevance.
5. If the deliverables shall be required to be used for the purpose of any Court proceedings, the express prior written consent of Christie & Co will be required (which will not be unreasonably withheld subject to such additional fee as Christie & Co may reasonably charge, and subject to Christie & Co's rights of copyright being acknowledged by the parties to those proceedings). We are not required to give testimony or attendance in court in regards to this report or its subject matter unless agreed to in advance of such an appearance. If Christie & Co shall be called upon to give evidence in such proceedings, an appropriate fee calculated on the current daily charge-out rate of the consultant, surveyor or agent concerned shall be paid as an additional fee together with all disbursements, out-of-pocket expenses, mileage charges and waiting time together with VAT on the foregoing.
6. We confirm that we have no undisclosed interest in the Client or the Subject Property, and that our employment and remuneration are not contingent upon our findings and conclusions.



## Appendix II – Christie & Co Sales Details (Campaign #1)



## The Ham Brewery Tap

Ref: 3858198

4-6 Ham Street, Richmond, TW10 7HT

Freehold: Offers in excess of £1,100,000

Close to Ham Common

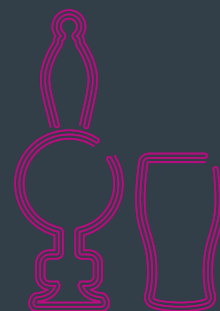
Public bar, games room and snug

Site area circa 500 sq m (5,380sqft)

Patio garden and owners parking

3/4 bedroom owner's accommodation

Immediate possession available. Energy Rating 70





---

## Description

The building is detached, built on two storeys beneath a pitched clay tile covered roof.

Internally, the open-plan ground floor trade area is decorated in a traditional style, fitted with a "U" shaped bar servery. It has exposed timber beams and timber flooring. The customer WC's are located to the side of the customer area with a kitchen to the rear.

---

## Location

The pub is situated within an attractive "village-like" residential area administered by the London Borough of Richmond Upon Thames less than 100 metres north of Ham Common. The River Thames and Ham House are located approximately one kilometre to the north. The open space of Richmond Park lies less than one and a half kilometre (one mile) to the east and central London is approximately 15km (nine miles) north-west.

A parade of local shops is located approximately 250 metres to the north and there is a church in close proximity. Richmond Train Station lies circa 3 kilometres (2 miles) to the northeast, is serviced by the District Line, London Overground and South Western Railway providing frequent services into central London with a journey time of around 25 minutes.



---

## Internal Details

Main Bar with timber bar server, traditional table and chair seating, with bar stools and then a snug area with comfortable sofa seating. There is also a games room with a pool table and darts throw.

Access from games room onto patio garden.

Internal hallway with access to the kitchen - this has been a full catering kitchen in the past and has extraction fitted. (NB: this area will need refurbishment).

Ladies and Gents WC's.

---

## Fixtures & Fittings

The trade fixtures and fittings at present in the property are included within the purchase price.

---

## Building Footprint

Building Footprint 210 sq m (2,260 sq ft)

Total Site Area 500 sq m (5,380 sq ft)

---

## External Details

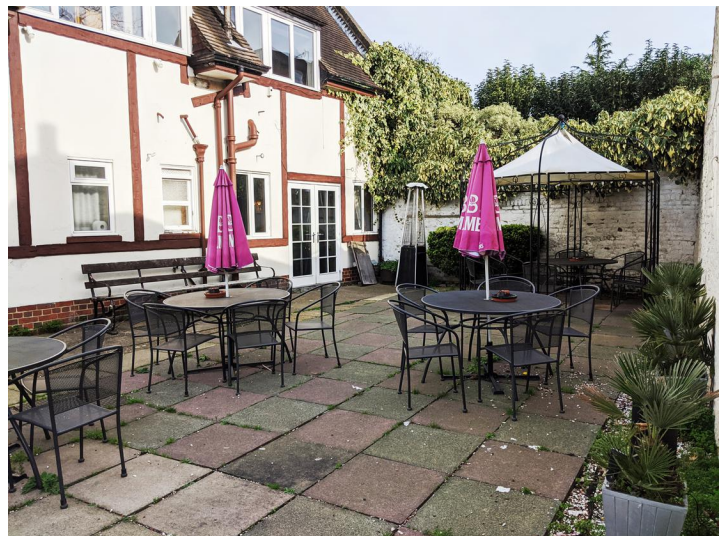
There is scope for seating to the front of the pub (20) and at the side, there is an enclosed patio garden (40).

To the side of the pub, there is a single storey garage/store with parking to the front.

---

## Owner's Accommodation

On the first floor there are 3 bedrooms, an office, lounge, bathroom and kitchen. Door to the flat roof area for seating (Recently timber decked and fully refurbished).



---

## **The Opportunity**

This is a great opportunity for an experienced operator to acquire this traditional pub located in an affluent village area close to Ham Common. The pub has recently undergone some refurbishment, however some internal redecoration/improvement works will be required. Alternatively, there is an opportunity to develop the site for residential development, subject to the necessary planning consents. The current owners have prepared and submitted a pre-application to the Local Planning Authority preliminary drawings for two potential development schemes.

---

## **Staff**

There are no staff to TUPE across as this will be let with vacant possession.

---

## **Trading Information**

There are no historic accounts but we can confirm that over the past years the pub has traded purely on wet trade.

---

## **Planning Permissions**

From verbal enquiry of the London Borough of Richmond Upon Thames, we have established that the property is not listed as being of Special Architectural or Historical Interest but does it lie within a conservation area.

---

## **Tenure**

Freehold.

---

## **Business Rates**

The property is listed as a Public House and Premises and has a rateable value of £23,750 with effect from 1st April 2017.

---

## **Regulatory**

Premises Licence - Allowable opening times are 10.00 to 00.30 Monday to Saturday and 10.00 to midnight on Sunday.

---

## Customer Due Diligence Checks

The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Christie & Co employee, or certified copies be provided.

## Contact

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:

### Neil Morgan

Senior Director Pubs & Restaurants

T:+44 20 7227 0778

M:+44 7831 101 260

E:neil.morgan@christie.com

London



Christie Finance is an independent finance broker recommended by Christie & Co. For full information on the finance options available for this business or any other, please call 0344 412 4944.



For full information on Christie Insurance please call 03330 107189





## Appendix III – Christie & Co Sales Details (Campaign #2)



## Ham Brewery Tap

Ref: 4256264

4-6 Ham Street, Ham Common, Richmond, TW10 7HT

Leasehold: Nil Premium, Annual Rent: £55,000  
Freehold Offers may be considered

Or potential for an alternative community use

Single bar operation with games area

Site area circa 500 sq m (5,380sqft)

Side patio garden (40 seats) & owners parking

3/4 bedroom owner's accommodation

Immediate possession available. Energy Rating 70



Two storey detached property of brick construction under a pitched tiled roof with colour rendered elevations and flat roof additions to the side and rear. Set in its own grounds incorporating a walled side patio garden, front terrace and owner's parking area.

Internally, the public trade areas consist of an open-plan ground area decorated in a traditional style, fitted with a "U" shaped bar servery and exposed timber beams and timber flooring. Additional areas consist of trade kitchen (currently in shell condition), ground level beer cellar and large garage/storage room. The upper floors provide separate 3/4 bedroom owner's accommodation.

---

### Location

The Ham Brewery Tap is located within an attractive "village-like" residential area administered by the London Borough of Richmond Upon Thames, less than 100 metres north of Ham Common. The River Thames and Ham House are located approximately one kilometre to the north. The open space of Richmond Park lies less than one and a half kilometre (one mile) to the east and central London is approximately nine miles north-west.

Situated in an established, densely populated residential area and near local community shops, plus a church within close proximity. Richmond Train Station lies circa 3 kilometres (2 miles) to the northeast, is serviced by the District Line, London Overground and South Western Railway providing frequent services into central London with a journey time of around 25 minutes.

---

### Internal Details

Main Bar with timber bar server, traditional table and chair seating, with bar stools. Games area with a pool table and darts throw.

Double patio doors provides access from games room onto the side patio garden area.

---

### Fixtures & Fittings

The trade fixtures and fittings at present in the property will be included within either the sale or lease.

---

### Building Footprint

Building Footprint 210 sq m (2,260 sq ft)  
Total Site Area 500 sq m (5,380 sq ft)

---

### External Details

There is space for seating to the front of the pub (20) and to the side. Enclosed trade patio garden (40 seating).  
Single storey garage/store with owner's parking to the front.

---

### Owner's Accommodation

3 bedrooms  
Bedroom4/office  
Lounge  
Bathroom and kitchen

---

### The Opportunity

This is an enormous opportunity for an experienced operator to acquire this traditional pub located in an affluent village area close to Ham Common on a new "free of tie" lease basis. The pub has recently undergone some refurbishment, however some internal redecoration/improvement works will be required. Alternatively, the owners may consider a sale of the freehold or a sale/lease to an alternative community use.

---

### Staff

There are no staff to TUPE across as this will be let with vacant possession.

---

### Trading Information

There are no historic accounts but we can confirm that over the past years the pub has traded purely on wet trade.

---

### Planning Permissions

From verbal enquiry of the London Borough of Richmond Upon Thames, we have established that the property is not listed as being of Special Architectural or Historical Interest but it does lie within a conservation area.

---

### Tenure

Leasehold. A new "free of tie" lease is to be created on a 10 year term with a starting rent of £55,000 per annum which will be subject to five yearly upward only reviews.

As previously mentioned, a freehold sale may be considered should an attractive offer be submitted.

---

### Business Rates

The property is listed as a Public House and Premises and has a rateable value of £23,750 with effect from 1st April 2017.

---

### Regulatory

Premises Licence - Allowable opening times are 10.00 to 00.30 Monday to Saturday and 10.00 to midnight on Sunday.

---

## Customer Due Diligence Checks

The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Christie & Co employee, or certified copies be provided.

## Contact

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:

### Neil Morgan

Senior Director Pubs & Restaurants

T:+44 20 7227 0778

M:+44 7831 101 260

E:neil.morgan@christie.com

London



Christie Finance is an independent finance broker recommended by Christie & Co. For full information on the finance options available for this business or any other, please call 0344 412 4944.



For full information on Christie Insurance please call 03330 107189



## Appendix IV – AG&G Sales Details



## FREEHOLD PUB FOR SALE – HAM, RICHMOND



### THE HAM BREWERY TAP, 4-6 HAM STREET, HAM, RICHMOND, TW10 7HT

- Located circa 100 metres north of Ham Common
- Surrounded by predominately residential properties
- Sizable detached building with trade patio and single car garage
- Total site area approximately 500 sq m (5,380 sq ft)
- Development/conversion potential (subject to obtaining the necessary consents)

**FREEHOLD** – with vacant possession upon completion

**OFFERS INVITED** (plus VAT if applicable)

**SUBJECT TO CONTRACT**

LonF571

8 Exchange Court, Covent Garden, London WC2R 0JU • Tel: 020 7836 7826 • [www.agg.uk.com](http://www.agg.uk.com)

Directors A.R. Alder BSc (Hons) FRICS • J.B. Grimes BSc(Hons) MRICS • D. Gooderham MRICS • R.A. Negus BSc MRICS • M.L. Penfold BSc (Hons) MRICS • Associate Director P.A. Themistocli BSc (Hons) MRICS

Notice AG&G for themselves and for the vendor of this property, whose agents they are given notice that 1. These particulars do not form any part of the offer or contract. 2 They are intended to give a fair description of the property, but neither AG&G nor the vendor accept responsibility for any error they may contain, however caused. Any intending purchaser must therefore satisfy himself by inspection or otherwise as to their correctness. 3 neither AG&G, nor any of their employees, has any authority to make or give any further representation or warranty in relation to this property. Unless otherwise stated, all prices and rents are quoted exclusive of Value Added Tax (VAT). Any intending purchasers or lessees must satisfy themselves independently as to the incidence of VAT in respect of any transaction.



## Location

The pub is situated within an attractive “village-like” residential area administered by the London Borough of Richmond Upon Thames less than 100 metres north of Ham Common. The River Thames and Ham House are located approximately one kilometre to the north. The open space of Richmond Park lies less than one and a half kilometre (one mile) to the east and its approximately 15 kilometres (nine miles) south west of central London.

A parade of local shops is located approximately 250 metres to the north and a Catholic Church also lies within close proximity.

Richmond Station lies circa 3 kilometres (2 miles) to the north east which is serviced by the District Line, London Overground and South Western Railway providing frequent services into central London with a journey time of around 25 minutes.

A location plan is attached.

## Description

The building is detached, built on two storeys beneath a pitched clay tile covered roof. There is a trade patio to the front and side of the pub with a single car garage to the rear.

Internally, the open plan ground floor trading area is decorated in a traditional style fitted with a “U” shaped bar servery, exposed timber beams and timber flooring. The customer wc’s are located to the side of the customer area with a kitchen to the rear.

We have been advised that the upper parts are in use as residential accommodation (not inspected).

Using the online Promap measuring system the building footprint and site area are calculated to be: -

<b>Building Footprint</b>	210 sq m (2,260 sq ft)
<b>Total Site Area</b>	500 sq m (5,380 sq ft)

NB: The areas set are approximate and is for guidance purposes only and no reliance should be placed on this when making any offer to purchase either expressly or impliedly and for the avoidance of doubt AG&G Chartered Surveyors will be not liable for any losses howsoever arising in law as a result of the bidder placing any reliance on such measurement. The successful bidder should state if they wish to undertake a measured survey prior to exchange of contracts to enable it to satisfy itself of the precise measurements.

## Services

We are advised that the property is connected to all mains services.

## Planning

From verbal enquiry of the London Borough of Richmond Upon Thames we have established that the property is not listed as being of Special Architectural or Historical Interest and nor does it lie within a conservation area.

## Licensing

The Premises Licence permits the sale of alcohol from 10:00am until midnight on Monday to Saturday and from 10:00am until 11:30pm on Sunday.

## Rating Assessment

The property is listed as a Public House and Premises and has a rateable value of £23,750 with effect from 1<sup>st</sup> April 2017.

## Tenure

Freehold with vacant possession upon completion.

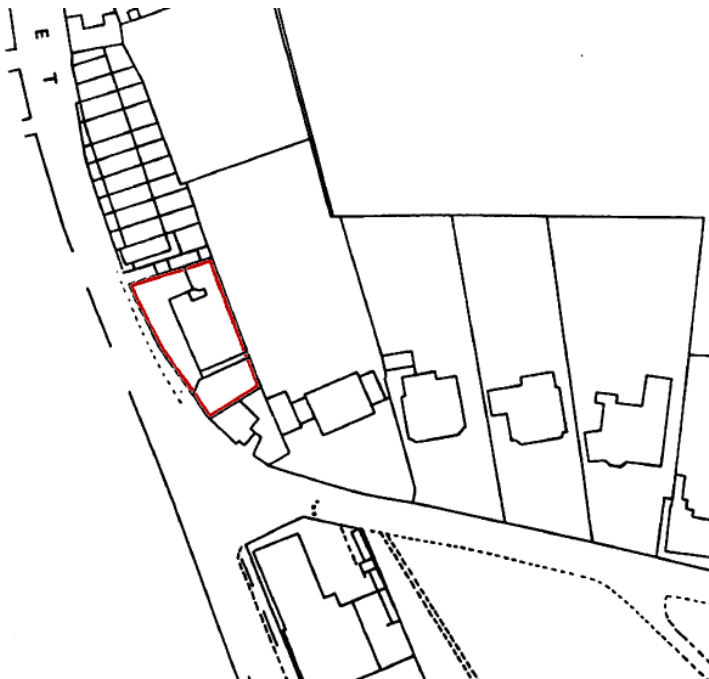
## Basis of Sale

Offers are invited on an unconditional basis (VAT is applicable in addition).

## Viewings & Further Information

Prospective purchasers are requested to undertake discrete customer inspections in the first instance. Please do not engage in conversation with any customers or staff regarding this sale. For further information or to organise a viewing, please contact Panayiotis Themistocli on either Tel: 020 7836 7826 or Email: [panayiotis.themistocli@agg.uk.com](mailto:panayiotis.themistocli@agg.uk.com).

## Site Plan



Source: Land Registry. Not to scale - Provided for indicative purposes only.

## EPC

**Energy Performance Certificate**  
Non-Domestic Building
HM Government

The Ham Brewery Tap  
4-6 Ham Street  
RICHMOND  
TW10 7HT

Certificate Reference Number:  
0380-0031-2590-0409-4006

---

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

**Energy Performance Asset Rating**

More energy efficient

A+

Net zero CO<sub>2</sub> emissions

<b>A</b> 0-25	
<b>B</b> 26-50	
<b>C</b> 51-75	
<b>D</b> 76-100	
<b>E</b> 101-125	<span style="font-size: 2em; font-weight: bold;">107</span> This is how energy efficient the building is.
<b>F</b> 126-150	
<b>G</b> Over 150	

Less energy efficient

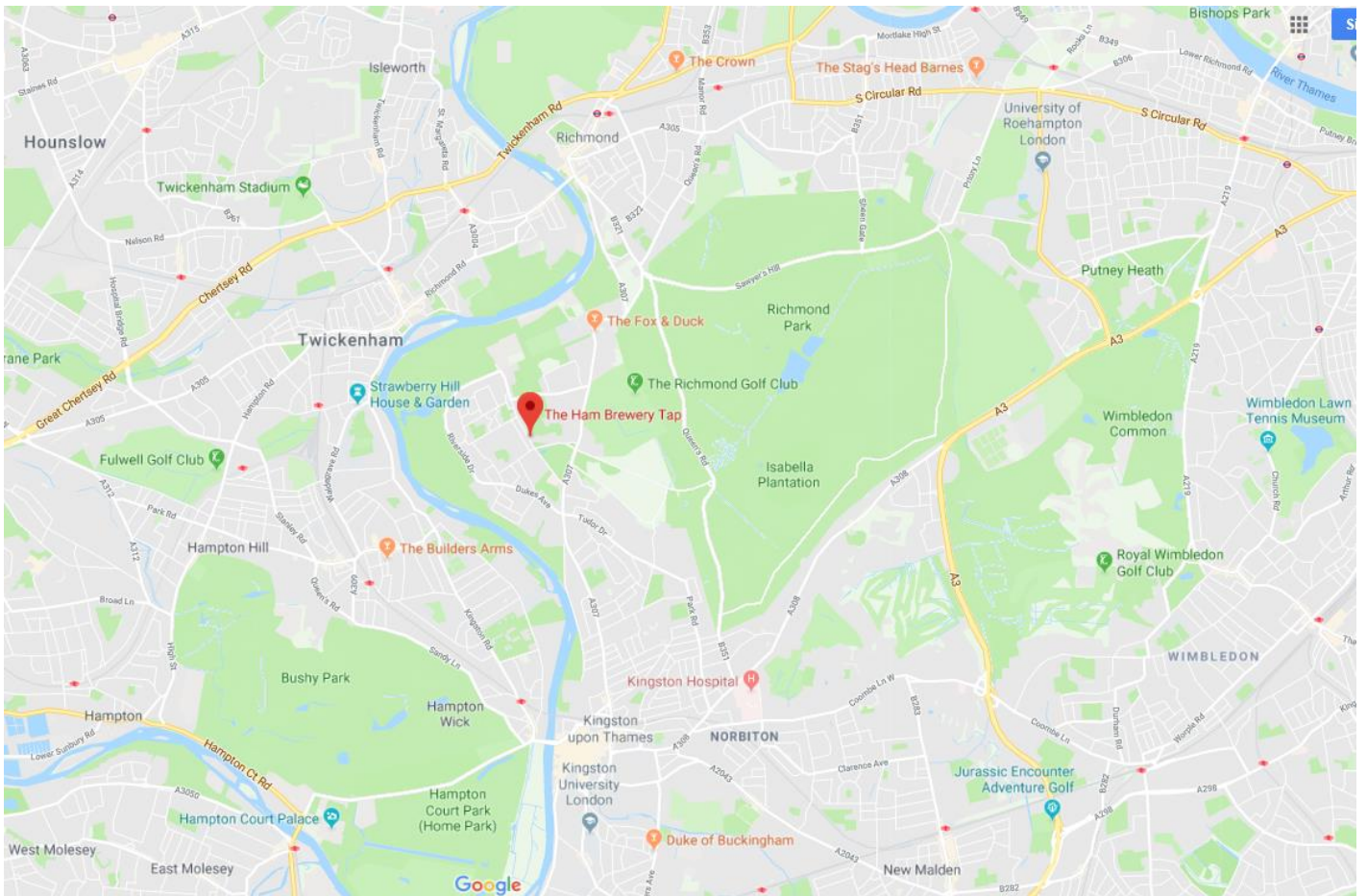
Technical information

Main heating fuel: Natural Gas  
 Building environment: Heating and Natural Ventilation  
 Total useful floor area (m<sup>2</sup>): 235  
 Building complexity (NOS level): 3

Benchmarks

Buildings similar to this one could have ratings as follows:  
40 If newly built  
66 If typical of the existing stock

## Location Plan



Source: Google Maps. Not to scale - Provided for indicative purposes only.



## Appendix V – Examples of Food-Led Property Requirements



# RESTAURANT PROPERTY

INTERNATIONAL LEISURE SPECIALISTS

T 020 7935 2222

M enquiries@restaurant-property.co.uk



THE  
WHITE BRASSERIE  
COMPANY

### Use:

Sui Generis/Class E

Freeholds or Leasehold Sites  
Traditional Pubs or Conversions

### Size:

2,500 sq ft of ground floor trading (or space to extend) with a minimum of 4,000 sq ft overall site space plus outdoor seating - 100+ dining covers and Bar area of 30

### Locations:

**London:** Residential Suburbs, Central London & Towns within M25

**South East of England:** East Grinstead, Crawley, Hove, Brighton, Greenwich, Bromley, Purley, Chislehurst, St Albans, Harpenden, Hertford, Camberley, Bracknell, Ascot (roadside), Windsor, Wokingham, Marlow, Maidenhead, Henley, Reading, Amersham, Southsea, Rickmansworth, Chigwell, South Woodford, Bournemouth, Poole, Hamble, Chigwell, South Woodford

**South West of England & Wales:** Marlborough, Bath, Bristol, Cardiff, Cotswold Towns, Cheltenham, Cirencester, Oxford, Salisbury

**East of England & the Midlands:** Cambridge, Chelmsford, Norwich, Bishops Stortford, Stansted, Bedford, Solihull, Kenilworth, Warwick, Lichfield

Please send all suitable opportunities to the following agent:

**Emma Draper**

D: 07392 933 419

E: emmad@restaurant-property.co.uk

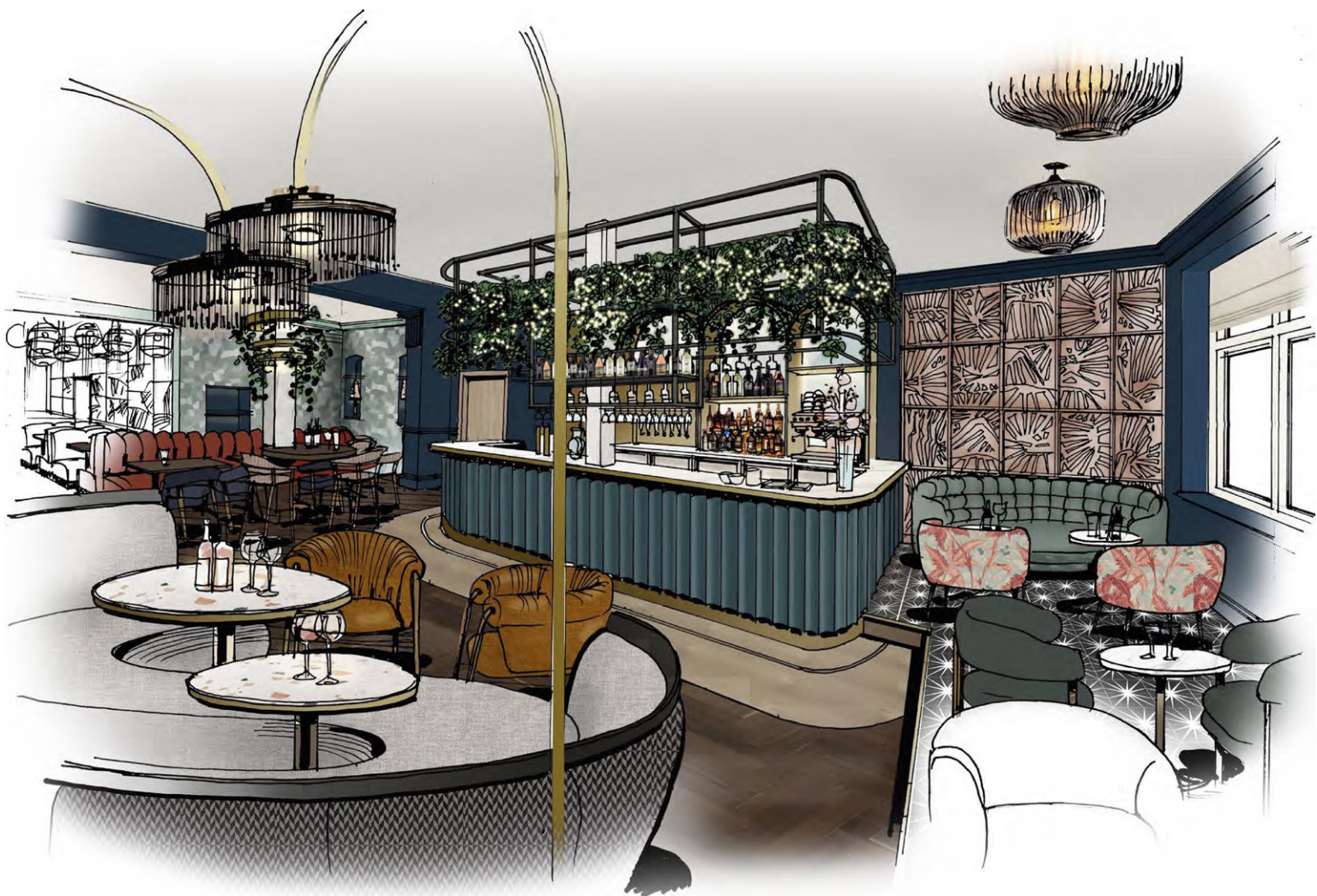




# Acquiring for their new all day dining format

---

UP TO 8,000 SQ FT





# City Pub Group

City Pub Group plc began life in late 2011 and have a growing portfolio of premium pubs, inns and hotels across the south of England and Wales. They are focussed on running the very best pubs and restaurants in their carefully chosen locations in. As a company they are obsessive about premium food and drink in a charming, relaxed environment.

City Pub Group are looking to roll out a new all day dining concept that will offer excellent food and drinks, high quality fit out and locations that are conveniently close to home and work to cater to a wide range of audience for all types of occasions.

Their first all day dining venture is opening up in Bury St Edmunds in April 2022!



## Requirements



**A3**  
RESTAURANT



MINIMUM  
**3,000 SQ FT**  
ON GROUND FLOOR,  
UP TO  
**8,000 SQ FT.**  
WILL CONSIDER  
TRADING OVER  
TWO FLOORS



- MARKET TOWNS
- CITIES
- LONDON SUBURBS
- PRIME RETAIL HIGH STREETS
- RESTAURANT PITCH LOCATION NOT NECESSARY



## Contact

**Colliers**

**MEGAN ORR**  
07802 338 293  
megan.orr@colliers.com

**JESS SHORT**  
07860 180 315  
jessica.short@colliers.com

**PRUDENCE WAIT**  
07936 338 773  
prudence.wait@colliers.com

Disclaimer; Colliers International gives notice that these particulars are set out as a general outline only for the guidance of intending Purchasers or Lessees and do not constitute any part of an offer or contract. Details are given without any responsibility and any intending Purchasers, Lessees or Third Party should not rely on them as statements or representations of fact, but must satisfy themselves by inspection or otherwise as to the correctness of each of them. No person in the employment of Colliers International has any authority to make any representation or warranty whatsoever in relation to this property. (01/22) | Colliers International is the licensed trading name of Colliers International Business Space UK LLP which is a limited liability partnership registered in England and Wales with registered number OC391631. Our registered office is at 50 George Street, London W1U 7GA.



**RESTAURANT  
PROPERTY**

INTERNATIONAL LEISURE SPECIALISTS

T 020 7935 2222

M enquiries@restaurant-property.co.uk

## CONFIDENTIAL REQUIREMENT

### For a Well- Established Pub Group

**Use:**

Sui Generis

Freehold Sites

**Locations:**

**London:** Chiswick, Hampstead, Mayfair, Marylebone,  
Notting Hill, Richmond, St John's Wood

**Regional:** Bedfordshire, Berkshire, Birmingham,  
Cambridgeshire, Cotswolds, East Midlands,  
Gloucestershire, Hertfordshire, Leamington Spa, Norwich,  
Solihull, Suffolk, Warwickshire, Wiltshire

**Size:**

2,500 - 5,000 sq ft

Please send all suitable opportunities to the following  
agents:

**Emma Draper**

D: 07392 933 419

E: emmad@restaurant-property.co.uk

**Gabriella Sether**

D: 020 7935 2224

E: gabriella@restaurant-property.co.uk



Christie & Co

Whitefriars House 6 Carmelite Street London EC4Y 0BS

T: +44 (0) 20 7227 0700 F: +44 (0) 20 7227 0701

W: [www.christie.com](http://www.christie.com)



[christie.com](http://christie.com)