

PLANNING VIABILITY ASSESSMENT

Loss of Public House Use

THE WOOLCOMBER

30 Atkins Way, Burbage, Hinckley, Leicestershire, LE10 2PH

Prepared by:

Jon Heald BSc Econ(Hons) MSc Surv FAVLP
Everard Cole

Prepared for:

Keshco Limited

Date: May 2026

Planning Authority: Hinckley & Bosworth Borough Council



CONTENTS PAGE

1. Executive Summary.....	3
2. Site & Proposal.....	5
3. Planning Policy Context.....	7
4. Assessment against Policy DM25.....	9
5. Economic Viability Assessment.....	13
6. Assessment against Policy 18 of the Burbage Neighbourhood Plan..	19
7. Policy Compliance Matrix.....	21
8. Conclusions.....	23
9. Appendixes.....	25

Appendix	Contents
A	Expert Qualifications – Jon Heald BSc Econ(Hons) MSc Surv FAVLP, Everard Cole
B	Property Description – Full description, photographs and plans (Page 27)
C	National Public House Market Conditions (Page 35)
D	CAMRA Public House Viability Test Analysis (Page 40)
E	Viability Methodology – Profit Definitions and Property Cost Analysis (Page 42)
F	Marketing Evidence – Sales Details, Letting Details and Love Your Pub Marketing Information (Page 45)
G	Alternative Public Houses – Competitor Outlets List and Map (Page 53)
H	Detailed Viability Appraisal – Hypothetical Profit & Loss Account (Page 58)
I	UK Quarterly Beer Barometer (Page 61)

1. EXECUTIVE SUMMARY

1.1 Purpose of Report

This report has been prepared by Jon Heald BSc Econ(Hons) MSc Surv FAVLP of Everard Cole, a specialist licensed property consultancy, on the instructions of Keshco Limited (the Applicant). It has been prepared in support of a planning application for the conversion of The Woolcomber Public House, 30 Atkins Way, Burbage, Hinckley, Leicestershire, LE10 2PH, to retail use at ground floor level with residential accommodation above.

My instructions are to provide a report which sets out my professional opinions on the matters detailed below, for the purposes of forming evidence for a planning application in respect of the subject Property. My report will specifically address the following matters:

The report has been specifically structured to assess the proposed loss of public house use at The Woolcomber against the requirements of:

- Policy DM25 of the adopted Site Allocations and Development Management Policies Development Plan Document (SADMP) of Hinckley & Bosworth Borough Council; and
- Policy 18 of the Burbage Neighbourhood Plan (BNP).
- Whether or not it is economically viable for the Woolcomber to be reopened, and trade recommenced in public house use, thereafter being viably sustained over the medium to long term timeframe.
- Detail the availability of alternative equivalent public house amenities within a reasonable vicinity of the Property and confirm if this represents a realistic provision of public house amenities within the context of the characteristics of the location, the current market and the economy.
- Detail the marketing strategy and history of the Property.

Each criterion above is addressed individually, with findings and conclusions stated in respect of each. A compliance matrix is provided at Section 7.

1.1.1 My opinions are to be prepared having regard to the known background circumstances and history of the Property. The opinions that I express herein have been prepared in the capacity of an Expert Witness on the instructions of the Applicant. The findings, opinions and recommendations within this report are based on my experience of the Property and within the wider licensed sector.

1.1.2 For the avoidance of doubt I can confirm that this report is not intended to be a valuation of the property, either rental or capital, and it is not therefore formatted to comply with the RICS practice statements relating to property valuations.

1.10 Assumptions

1.1.1 It has been assumed that there is an unencumbered freehold title, that there are no outstanding enforcement notices, Listed building or planning, or other, on the property such as noise abatement or building regulation compliance. It has also been assumed that the premises licence required for the property to continue trading as a licensed premises would be available for trading purposes.

1.2 Summary of Findings

The assessment undertaken in this report demonstrates the following:

- The Woolcomber is not economically viable as a public house. A Fair Maintainable Trade assessment, based on an optimistic trading assumption for a Reasonably Efficient Operator, produces an annual net loss of -£21,993, before depreciation.
- The premises have been extensively marketed for continued public house use at a fair and reasonable market rate, both as a leasehold opportunity by the former owner Admiral Taverns (from October 2023) and as a freehold sale by Everard Cole (from May 2025). Despite comprehensive marketing across specialist and mainstream channels, not one offer was received for continued pub use.
- No community group expressed interest in acquiring or operating the premises. The property is not listed as an Asset of Community Value. No bid was received under the Community Right to Bid provisions.
- There is a substantial surplus of alternative public house provision within the immediate locality. Nine alternative public houses are located within 0.8 miles, with 36 licensed premises within 1 mile and 61 within 3 miles.
- The proposed conversion to ground floor retail and residential above represents an appropriate and viable alternative use for the property.

On the basis of the evidence set out in this report, the proposal complies with Policy DM25 of the Hinckley & Bosworth SADMP and Policy 18 of the Burbage Neighbourhood Plan.

2. SITE AND PROPOSAL

2.1 Site Location

The Woolcomber is prominently located at the junction of Atkins Way and Far Lash in the Burbage area of Leicestershire. The property is situated in a residential area, directly opposite a small retail parade. The Forryan Road bus stop is located adjacent to the property.

There are a number of retail premises within a small arcade of shops to the north-west of the site and an electricity substation to the south-east.

Beyond the south-east boundary the ground level steps up and is contained by a retaining wall. There are walls and fencing along with semi-mature trees to the south-east and south-west boundaries of the site.

Burbage is a large village and civil parish, now generally considered a suburb of the neighbouring town of Hinckley.

2.2 Existing Use

The Woolcomber is a two- and single-storey detached property of brick elevations beneath pitched tiled and flat roofs. The property occupies a prominent corner plot of approximately 2,200 sqm. The building has a total ground floor footprint of approximately 3,570 ft² (332m²) and is sited within grounds extending to approximately 0.249 acres (0.219 hectares).

The ground floor accommodation comprises an entrance hall, two trading areas (front bar and rear bar with raised stage area), ladies' and gents' WCs, a small commercial catering kitchen, extensive basement cellar, storeroom and large office. A small conservatory provides access to the rear garden. The upper floor provides domestic accommodation comprising three bedrooms, lounge, family bathroom and kitchen.

The property benefits from a forecourt car park with 35 marked spaces and an enclosed rear garden with tables, seating and children's play equipment.

The property is freehold, held under Land Registry title LT310025. It is not listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 and is not situated within a Conservation Area.

2.3 Trading History

The Woolcomber opened on 29th September 1960. It was later renamed The Hastings before reverting to its original name in July 2016. The pub has had a chequered trading history, including a period of operation as an Indian restaurant (from 18 May 2017)^[10], before reverting to a more traditional pub trade.

The Woolcomber ceased trading as a public house on 4th January 2025 and has not reopened. Prior to closure, the pub traded predominantly as a wet-led community local under various Tenancy at Will arrangements. The pub offered two darts teams, free pool on Wednesday and Friday evenings, Saturday entertainment (live music and karaoke), and a "Happy Hour" promotion.

Since the pub operated as an Admiral Taverns tied tenancy, full trading accounts are not available. However, the volume of beer purchased through the landlord was as follows:

Year	Beer Volume (Brewers' Barrels)
2020	139.5
2021	67.6
2022	120.6
2023	122.9
2024	77.7
2025 (to closure)	50.4

The volumes evidence a consistently poor level of trade throughout the period, with a sharp and accelerating decline in the final two years of operation. The average over the six-year period is 96.5 barrels per year, substantially below the 120 barrels per annum assumed in the viability assessment at Section 5 of this report as the starting-point for a reasonably optimistic trading scenario.

2.4 Proposed Development

The application proposes the change of use of The Woolcomber from its existing public house (sui generis) use to retail use (Class E) at ground floor level, with the creation of residential accommodation above. The proposed redevelopment represents a viable alternative use for a building which has demonstrably failed as a public house and which the market has been unable to sustain in that use.

3. PLANNING POLICY CONTEXT

3.1 SADMP Policy DM25 – Community Facilities

Policy DM25 of the Hinckley & Bosworth Site Allocations and Development Management Policies DPD (SADMP) seeks to resist the loss of community facilities. The full policy wording is set out below:

Policy DM25 – Community Facilities

Policy DM25 of the adopted SADMP seeks to resist the loss of community facilities and that such loss would only be considered appropriate where it can be demonstrated that:

- a) An equivalent range of replacement facilities will be provided nearby; or
- b) There is a surplus of the facility type within the immediate locality exceeding the needs of the community; or
- c) The loss of a small portion of the site would result in wider community benefits on the remainder of the site.

Where this cannot be demonstrated, the loss of the facility would only be considered acceptable where it can be demonstrated that:

- d) The facility has been marketed for community use for a reasonable period of time at a reasonable marketed rate as supported and demonstrated through a documented formal marketing strategy; and/or
- e) It has been offered to the local community for them to take ownership of the facility.

Supporting text: Public houses can represent a social focal point for communities and community activities and should be retained wherever possible and replaced if lost to enable the community to meet its day to day needs and ensure community cohesion is maintained. Any replacement facilities should comply with the requirements of 'provision of new facilities'.

3.2 Burbage Neighbourhood Plan Policy 18 – Community Facilities

Policy 18 of the Burbage Neighbourhood Plan (BNP) provides additional local-level protection for community facilities. The full policy wording is set out below:

Policy 18 – Community Facilities (Burbage Neighbourhood Plan)

Policy 18 of the BNP seeks to ensure that the redevelopment or loss of community facilities such as community centres, sport and recreation facilities, places of worship, healthcare facilities, allotments, libraries and public houses including ancillary areas, will only be supported where it can be demonstrated that:

- a) An equivalent range of replacement facilities will be provided in an appropriate location within a reasonable distance of the local community; or
- b) There is surplus of the facility type within Burbage which can be demonstrated to exceed the needs of the community; or
- c) The loss of a small portion of the site would result in wider community benefits on the remainder of the site; or
- d) There is no longer an identified need for the facility and an alternative use can be found.

3.3 Assessment Methodology

This report addresses each criterion of Policy DM25 and Policy 18 individually and in sequence. For each criterion, the relevant evidence from the Everard Cole assessment is presented, and a conclusion is stated as to whether that criterion is satisfied or is not relied upon. Detailed evidence for each criterion is presented within the Appendixes for each criterion.

As will be demonstrated, the application satisfies Criteria DM25(b), DM25(d) and DM25(e) of the SADMP and Criteria Policy 18(b) and Policy 18(d) of the Burbage Neighbourhood Plan. Criteria DM25(a), DM25(c), Policy 18(a) and Policy 18(c) are not relied upon.

4. ASSESSMENT AGAINST POLICY DM25

This section addresses each criterion of Policy DM25 individually.

4.1 Policy DM25(a) – Replacement Facility

DM25(a)

An equivalent range of replacement facilities will be provided nearby.

DM25(a) is not relied upon. The application does not propose replacement public house facilities elsewhere. This criterion is therefore not applicable in this case.

DM25(a): NOT RELIED UPON – Not Applicable

4.2 Policy DM25(b) – Surplus of Provision

DM25(b)

There is a surplus of the facility type within the immediate locality exceeding the needs of the community.

Evidence: Alternative Public House Provision

There are numerous public houses and licensed premises located within the area surrounding The Woolcomber. The following equivalent facilities are within a short walking distance of the property:

Public House	Distance from The Woolcomber
The Holywell, 56a London Road, Hinckley, LE10 1HL	0.3 miles
Citizens Club, Mount Road, Hinckley, LE10 1A	0.4 miles
The Cross Keys, Hinckley Road, Burbage, LE10 2AF	0.5 miles
The Railway, Station Road, Hinckley, LE10 1AP	0.5 miles
Anchor, Church Street, Burbage, LE10 2DA	0.7 miles
Red Lion, 14 Windsor Street, Burbage, LE10 2EF	0.7 miles
The Sycamores, 60 Windsor Street, Burbage, LE10 2EF	0.7 miles
Chequers, Lutterworth Road, Burbage, LE10 2DN	0.8 miles
Hansom Cab, Brookfield Road, Burbage, LE10 2LL	0.8 miles

Source: Everard Cole Assessment, Section 5.3; see also Appendix G (Alternative Facilities Map).

The above list is not exhaustive. Data from CAMRA's whatpub.com website identifies:

- 36 licensed premises within a 1-mile radius of The Woolcomber; and
- 61 licensed premises within a 3-mile radius of The Woolcomber.

These alternative public houses provide both community wet-led offers and food-led offers, serving day-time and evening trade. They represent genuine alternatives for the resident population.

Assessment

Having regard to the number, proximity and character of alternative licensed premises, it is evident that the immediate locality surrounding The Woolcomber is adequately supplied with public houses and other licensed community amenities. There is a significant surplus of licensed provision relative to the needs of the community. The permanent closure of The Woolcomber cannot reasonably be characterised as a loss of amenity to the local area.

The scale of the competition facing The Woolcomber is also a material factor in its economic non-viability, as addressed further at Section 5 of this report.

DM25(b): SATISFIED – There is a surplus of public house provision within the immediate locality exceeding the needs of the community.

4.3 Policy DM25(c) – Partial Loss / Community Benefits

DM25(c)

The loss of a small portion of the site would result in wider community benefits on the remainder of the site.

DM25(c) is not relied upon. The application involves the change of use of the whole building, not the partial loss of a portion of the site for community benefit. This criterion is not applicable in this case.

DM25(c): NOT RELIED UPON – Not Applicable

4.4 Policy DM25(d) – Marketing for Community Use

DM25(d)

The facility has been marketed for community use for a reasonable period of time at a reasonable marketed rate as supported and demonstrated through a documented formal marketing strategy.

Previous Marketing by Admiral Taverns (Leasehold)

Prior to the sale of the freehold, the former owner Admiral Taverns marketed The Woolcomber for continued public house operation on a leasehold basis. This marketing commenced in October 2023. Admiral Taverns utilised their own extensive contact database and website platform in marketing the leasehold opportunity.

In addition, third-party platforms were employed including loveyourpub.co.uk, a multi-service hospitality platform which includes a social media agency and pub recruitment channel. Evidence confirming the Woolcomber's advertisement via the Love Your Pub platform in October 2023 and February 2025 are provided at Appendix F.

A copy of the Admiral Taverns letting details is provided at Appendix F. The marketing proved unsuccessful and Admiral Taverns failed to secure a substantive tenant. This lack of interest for continued pub use prompted the decision to sell the freehold.

Freehold Marketing by Everard Cole

Following instruction in May 2025, the freehold interest in The Woolcomber was placed on the open market by Everard Cole at an asking price in the region of £650,000 (excluding VAT). A copy of the sales particulars is provided at Appendix F.

Everard Cole is a commercial property consultancy specialising in the licensed property sector, with offices in Nottingham, Cambridge, Manchester and Leeds. The firm acts for a range of major licensed estate and regional pub operators including Punch Taverns, Admiral Taverns, Amber Taverns, Greene King and Stonegate, among many others.

Due to the time elapsed since the sale's completion, the information regarding the number of views or hits over the various online portals is no longer available. Similarly, we are no longer able to confirm how many enquiries were directly received or sets of sales details were sent or downloaded from the Everard Cole system. However, the sale generated significant interest leading to numerous viewings of the property.

Marketing Channels

From the point of instruction, the property was prominently featured across the following marketing channels:

- Everard Cole website (everardcole.co.uk)
- Rightmove Commercial (www.rightmove.com)
- Realla (www.realla.co.uk)
- Movehut (www.movehut.co.uk)
- Daltons Business (www.daltonsbusiness.com)
- Pub & Bar Magazine online
- The Morning Advertiser (morningadvertiser.co.uk – the UK's leading on-trade website with over 140,000 unique users per month)
- A for-sale board erected at the property
- Direct mailshots to all known private local, regional and national pub operators

The property remained on the various portals from instruction in May 2025 until completion of the sale in November 2025, a period of over six months. Online evidence also confirms that the local CAMRA group was aware the property was on the market.

Marketing Outcome

Despite the comprehensive marketing campaign:

- Not one offer received was for continued public house use.
- No substantive interest was received from parties interested in continuing to trade the property as a public house.
- The sale instead attracted interest for a variety of alternative uses.

Feedback from the marketing process indicated that the pub was suffering from long-term, terminal decline from which it would not recover. The position of The Woolcomber was seen as unable to attract custom away from the more vibrant town centre of Hinckley and the better-performing community pubs within the vicinity.

Assessment

The property has been marketed for continued public house use over a substantial and reasonable period:

- As a leasehold opportunity from October 2023 onwards (by Admiral Taverns); and
- As a freehold opportunity for over six months from May 2025 (by Everard Cole).

The marketing was conducted at a reasonable marketed rate and was supported by a documented formal marketing strategy covering specialist pub sector publications, mainstream commercial property portals, direct operator approaches and site boards. The marketing reached thousands of potential parties through multiple channels. No viable offer for continued public house use was forthcoming.

DM25(d): SATISFIED – The premises were marketed for community use for a reasonable period at a reasonable rate through a documented formal marketing strategy, with no viable offer for continued pub use received.

4.5 Policy DM25(e) – Community Ownership Opportunity

DM25(e)

It has been offered to the local community for them to take ownership of the facility.

Evidence

The Woolcomber does not feature on Hinckley & Bosworth Borough Council's Asset of Community Value (ACV) Register. No community group had sought to list the property as an ACV in advance of or during the marketing period.

The Community Right to Bid (introduced by the Localism Act 2011) gives community groups the opportunity to nominate and acquire assets important to them. No community group coalesced around The Woolcomber to seek its preservation, nomination as an ACV or acquisition.

The freehold marketing by Everard Cole was conducted openly through multiple channels and reached a wide audience, including the local CAMRA group who were confirmed to be aware of the sale. The marketing provided any community group, alternative licensed operator, or other interested party ample opportunity to acquire the property for continued public house use.

No bid was received from any community organisation, community group or social enterprise. No community interest company, co-operative or similar body expressed any intention to acquire or operate the premises.

Assessment

The property was openly marketed and available for acquisition by any party, including community groups. The absence of any ACV listing, together with the complete lack of community interest during the marketing period, demonstrates that no local community group wished to acquire or operate the premises. The community had the opportunity but did not take it.

DM25(e): SATISFIED – The property was openly marketed and offered to the community for ownership. No community group expressed interest in acquiring or operating the premises.

5. ECONOMIC VIABILITY ASSESSMENT

This section sets out the supporting economic evidence underlying the policy assessment. The viability assessment has been prepared by Jon Heald BSc Econ(Hons) MSc Surv FAVLP of Everard Cole, using the Fair Maintainable Trade (FMT) / Reasonably Efficient Operator (REO) methodology standard to the assessment of licensed premises.

5.1 Trading History

The Woolcomber's beer volume data (the only available proxy for trading performance, given the tenancy structure) is summarised below:

Year	Beer Volume (Brewers' Barrels)
2020	139.5
2021	67.6
2022	120.6
2023	122.9
2024	77.7
2025 (to closure)	50.4

The volumes illustrate a consistently poor and deteriorating level of trade. The six-year average of 96.5 barrels per annum compares poorly with the 120 barrels adopted as the basis for the viability assessment at Section 5.3 below – meaning that even the viability assessment's optimistic trading assumption materially exceeds historic performance. The sharp decline to 50.4 barrels in the final period of trading provides further evidence of terminal decline.

5.2 Local Competition

As set out at Section 4.2 of this report, nine alternative public houses are located within 0.8 miles of The Woolcomber. CAMRA records identify 36 licensed premises within 1 mile and 61 within 3 miles.

The CAMRA Public House Viability Test (PHVT) considerations have been assessed in the context of The Woolcomber. In summary:

- Local Trade: The surrounding population of 12,257 within 1km would ostensibly appear sufficient, but the surfeit of licensed premises creates intense competition.
- Customer Potential: Trade is predominantly local walk-in custom. Low household incomes in the catchment area limit spending potential. Proximity to Hinckley town

centre (with its diverse range of licensed venues) reduces the pool of available custom.

- Competition: Very high – 36 licensed premises within 1 mile.
- Flexibility / Multiple Use: There is no realistic scope to share use with another community amenity, given the retail parade directly opposite.
- Parking: The 35-space car park is adequate for the estimated trade.
- Public Transport: The adjacent bus stop is likely to facilitate access to Hinckley town centre rather than journeys to The Woolcomber.
- Partial Loss: The site layout and building configuration prevent any credible partial development whilst retaining a viable pub with garden and parking.

The location does not have a significant level of passing trade and there are many other premises in the surrounding area that are superior. I would suggest the Woolcomber would need to capture the local drinking market, but the historical trading evidence suggests that as insufficient and the business would also need to attract out of area custom.

Local custom tends to be mostly 'walk-to' trade, drawn from the immediate community. Assuming the business is run in a good, competent and welcoming manner, trade will essentially be attracted by the convenience of the location and the opportunity to socialise within the local community. Local custom will tend to be concentrated towards weekday evenings and weekends.

5.3 Fair Maintainable Trade Assessment

Having regard to the property's location, style, physical characteristics and competitive environment, Everard Cole assessed the optimum trading profile for The Woolcomber as a wet-led community local supplemented by a modest food offer (approximately 75% wet, 20% food, 5% gaming/AWP income).

The Fair Maintainable Trade (FMT) – the level of trade a Reasonably Efficient Operator (REO) would expect to achieve – was assessed at £245,000 per annum (net of VAT), equivalent to approximately £4,711 per week. This figure is based on 120 barrels of draught and packaged products per annum, which, as noted above, exceeds the pub's six-year average actual performance.

Key financial assumptions are summarised below:

Item	Assumed Figure
Total Turnover (net of VAT)	£245,000 p.a.
Overall Blended Gross Profit Margin	62.94%
Gross Profit	£154,197
Wages (incl. NMW/NLW increases from April 2025)	£53,900 (22% of turnover)
Operating Costs	£56,318
Owner's Remuneration	£35,000
Return on Trade Inventory/Working Capital (£30,000 @ 8%)	£2,400

Annual Loan & Interest Repayment (7.0% over 20 years)	£28,572
Fair Maintainable Operating Profit (FMOP)	£43,979
Net Profit / (Loss)	(£21,993)

The BBPA 'Community wet-led (c90:10, drink:food) turnover c£5,000/week' benchmarks were used as the primary reference point for cost modelling, with adjustments to reflect the significant increases in National Minimum Wage, National Living Wage and Employers' National Insurance Contributions effective from April 2025. The full hypothetical profit and loss account is reproduced at Appendix H.

References to the BBPA refer to the British Beer & Pub Association publication, "A guide to costs for tied tenants and lessees 2025". Deriving data from just under 4,900 pubs, the publication shows both the average and the range of costs in running a pub over a variety of pub models based on turnover and business types, including food and wet-led models. Nine pub models are illustrated in the report, of which the 'Community wet-led (c90:10, drink:food) turnover c£5,000/week' is considered the most applicable to the Woolcomber.

It should be noted that the BBPA make the following statement in relation to this year's publication:

"Wages and salaries: As the costs in this report relate primarily to 2024, they will not reflect the impact of the significant increases to the National Minimum Wage and National Living Wage that were effective from April 2025, nor will they reflect the changes to Employers' National Insurance, which will have increased employment costs for all but the smallest of pub models. With wages & salaries being the largest cost line, these will have a significant impact on a pub's overall cost and operating margins."

It is entirely correct to highlight the increased costs faced by publicans and I have given due consideration when assessing the viability of the Woolcomber.

For the purposes of the viability assessment, it is assumed the owner occupier would be free of any beer tie. However, having regard to the competitor outlets within the immediate vicinity and the sheer number of outlets within a slightly wider radius, allied with the price-conscious, local community nature of the clientele, the RSPs would need to be maintained at a competitive level. As such, an overall wet gross profit margin of 61.25% has been adopted. The food gross profit margin reflects a fairly basic, traditional "pub-grub" food offer that again would need to be priced competitively, and a margin of 60% from dry sales has been adopted. Including the AWP income, the viability assessment reflects an overall blended gross profit margin of 62.94%.

The owner/operator of a public house should be able to expect a reasonable return on their effort, labour and business risk taken if investing in acquiring and operating the business. Although such expectations are somewhat subjective, as an independent guide, the *Brooker v Unique Pub Properties Limited* (2001) (Chancery Division Bristol District Registry Case No. BS002252) gave consideration to the appropriate level of remuneration that a public house operator would reasonably expect to receive. The case stated that, at the time, the minimum remuneration an operator would expect was £20,000 per annum. If this figure is adjusted to reflect inflation and average earnings, it would equate to a figure in the region of £42,937. Whilst this sum is slightly higher than the ONS median average annual salary of £37,430, it

is comparable to the mean salary of c.£44,000. However, it fails to account for the long hours worked by publicans which far exceeds the national average.^[12]

It is acknowledged that most public houses in England and Wales come with the benefit of domestic accommodation and the owner's remuneration has been adjusted accordingly. A figure of £35,000 has been adopted for the viability assessment.

The expenses adopted are in line with the BBPA average for a 'Community wet-led (c90:10, drink:food) turnover c£5,000/week', although some costs have been adjusted to account for increases and operational realities as highlighted in Section 3 of this report. Overall operating expenses are assumed at £110,218 per annum. The assumed total expenses, including staff wages, equate to 44.9% of turnover. The slight divergence from the BBPA average of 41.8% is largely due to a higher food trade split and the increased staffing and operational costs, which are not accounted for in the most recent BBPA model.

5.4 Building Condition and Investment Requirements

The Property is in need of repair and refurbishment. The required renovations necessitate that any party contemplating purchase for an intended continuation of public house use, has sufficient capital reserves and capital raising power, to enable them to further invest in the property, following its acquisition. Such renovation works then require to be completed prior to the ability to attempt a relaunch of public house trading.

The acquisition costs and costs of refurbishment of the Property should not be ignored and the financial viability of a business should be judged on its ability to generate sufficient income to meet debt commitments. Nevertheless, it is accepted that an owner-operator, not necessarily driven by the norms of profit motivation and market-led costs of finance, may not seek such a return on the cost of self-supplied capital as on the sum borrowed.

The property requires significant capital expenditure prior to any recommencement of trade:

- Substantial areas of exterior paintwork are stained, damp and/or flaking, requiring damp remediation and repainting.
- The internal trading areas have been stripped of trade fixtures and fittings, which would need to be reinstated. Decoration is extremely dated and would require full refurbishment.
- Interior electrical, plumbing and heating services require surveying and likely renovation to achieve current safety standards.
- The trade kitchen would require significant investment to support any food operation.

Everard Cole has estimated the minimum capital investment required at £40,000, comprising £20,000 for replacement of trade fixtures and fittings and £20,000 for redecoration and remedial repairs. This is considered a conservative estimate. These costs are reflected in the finance costs adopted in the viability assessment (Section 5.3 above).

The current Bank of England base rate has fallen to 3.75% (the lowest level in three years), but many of the historically 'cheap' commercial mortgage and financial products are no longer available. This has resulted in a substantial increase in the cost of commercial finance products and commercial interest rates are currently in the region of 6.5–9.5%. It is noteworthy that in the current marketplace for commercial (particularly public house) finance, traditional 'high street' lenders are now extremely selective, particularly for propositions with unproven trade potential and presenting above average risk. In practice, funding to support a

property purchase and investment might only be obtainable at an even higher interest rate, but for the purposes of the viability assessment a rate of 7.0% has been adopted.

In the current market, a total funds requirement of £307,200 over 20 years, at an interest rate of 7.0%, would equate to monthly loan and interest payments of £2,381 per month or annual finance costs of £28,572. On this basis a purchaser would need to fund the balance of £204,800 from their own resources and would incur the opportunity cost of not being able to invest that capital elsewhere. This notional opportunity cost has not been accounted for in the calculations, but would be a material consideration to an investor.

5.5 Public House Market Conditions

5.5.1 The judgement over the future viability of the Woolcomber as a trading public house is obliged to be made without the benefit of any detailed records of past trade performance (but the knowledge of repeated business failure), thus amplifying the perceived risks for a party contemplating the venture and of any prospective lender contemplating assisting with finance. In the current market conditions, willing suppliers of finance have reduced in number and those continuing to participate in the public house market are adopting increased prudence and caution. This is resulting in an increased cost of borrowed funds, particularly in circumstances of there being an unproven trade history.

5.5.2 Pub operators continue to face considerable financial challenges in remaining profitable, even in existing and already mature established public house trading concerns, as a result of energy and wholesale goods price inflation and increasing operating costs, staff wages, NI contributions and taxes. The increased costs of trading have had a profound impact on the continuing viability of many public house businesses and have contributed to the ongoing loss of pubs across the country.

5.5.3 Other more generic factors which also are significantly detrimental to its economic viability as a trading public house, include:

- The adult population who regularly visit public houses is under increasing financial strain due to increases in costs of home ownership and home renting, as well as routine costs of living. The fact Admiral Taverns sold the pub suggests local engagement with the local public house was already low.
- The younger generations contributing to the adult population now have readily available alternative means of social communication and socialising, thus reducing their need to attend public houses to meet and communicate with their friendship groups.
- The current prevailing economic circumstances in the country have squeezed and reduced consumers' available earnings for spending on discretionary leisure activities such as drinking and eating in public houses. Such pressures on consumers' spending power have reduced the propensity to dine out and/or visit the pub and thus weakened customer demand.

5.6 Viability Conclusion

On the basis of the FMT assessment described above, The Woolcomber is not an economically viable proposition as a public house. Even under an optimistic trading scenario that exceeds actual recent performance, the business produces a net annual loss of £21,993 before depreciation. The costs of operating a licensed premises have increased significantly during the last few years. Minimum wage levels, national insurance increases, beer, food

and goods inflation and energy/utility costs have seen considerable increases in recent years, which all significantly impact the profit margins of the business. Giving consideration to the locational and physical factors, and the assessment of the realistic maximum likely trade potential, it is my opinion that the Woolcomber is not economically viable for continued use as a public house. The appraisal and viability assessment within this report illustrate that it would not be capable of generating a satisfactory profit to make it sustainably viable and is not an opportunity or undertaking that is economically viable for any party who is subject to the norms of profit motivation and market-led commercial costs of finance

This conclusion is reached for the following cumulative reasons:

- An REO operating the business would make a loss once property costs and a minimum acceptable level of owner remuneration are accounted for. The remuneration figure adopted (£35,000) equates to less than the national minimum wage when calculated against the typical 60–80 hours per week worked by publicans.
- The investment required to acquire, refurbish and reopen the property does not provide a viable return and does not adequately reflect the risks involved.
- National beer volumes are in long-term decline and the industry faces unprecedented cost increases, as documented in Section 3 of the original Everard Cole report.
- There are sufficient competing businesses within reasonable proximity to materially limit any opportunity for turnover or profit growth.
- Commercial finance for public house acquisitions is increasingly difficult to obtain and more expensive, particularly for properties with unproven or poor trade histories.

These conclusions are consistent with the marketing outcome, which produced not a single offer for continued public house use despite over two years of combined leasehold and freehold marketing.

6. ASSESSMENT AGAINST BURBAGE NEIGHBOURHOOD PLAN POLICY 18

This section addresses each criterion of Policy 18 of the Burbage Neighbourhood Plan individually.

6.1 Policy 18(a) – Replacement Facilities

Policy 18(a)

An equivalent range of replacement facilities will be provided in an appropriate location within a reasonable distance of the local community.

Policy 18(a) is not relied upon. The application does not involve the provision of replacement public house facilities. This criterion is not applicable in this case.

Policy 18(a): NOT RELIED UPON – Not Applicable

6.2 Policy 18(b) – Surplus of Provision within Burbage

Policy 18(b)

There is surplus of the facility type within Burbage which can be demonstrated to exceed the needs of the community.

For the reasons set out in detail at Section 4.2 of this report, there is a substantial surplus of public house and licensed premises provision within Burbage and the surrounding area. Nine alternative public houses are located within 0.8 miles of The Woolcomber, with 36 licensed premises within 1 mile and 61 within 3 miles.

The evidence demonstrates that alternative public house provision within Burbage and the immediate area significantly exceeds the needs of the local community.

Policy 18(b): SATISFIED – There is a surplus of public house and licensed premises provision within Burbage exceeding the needs of the community. (See Section 4.2.)

6.3 Policy 18(c) – Partial Loss / Community Benefits

Policy 18(c)

The loss of a small portion of the site would result in wider community benefits on the remainder of the site.

Policy 18(c) is not relied upon. The application involves the change of use of the whole building, not a partial loss for wider community benefit. This criterion is not applicable in this case.

Policy 18(c): NOT RELIED UPON – Not Applicable

6.4 Policy 18(d) – No Identified Need / Alternative Use

Policy 18(d)

There is no longer an identified need for the facility and an alternative use can be found.

The evidence presented in this report collectively demonstrates that there is no longer an identified need for The Woolcomber to remain in public house use. This is established by the following:

- Sustained decline in trade: Beer volumes declined from 139.5 barrels in 2020 to 50.4 barrels in the final trading period, with the pub trading at a level chronically below that required for economic viability.
- Failed leasehold marketing: Admiral Taverns was unable to secure a new operator on a leasehold basis despite sustained marketing from October 2023. This demonstrated that no operator considered the business worth taking on even without the burden of freehold acquisition costs.
- Failed freehold marketing: Everard Cole's six-month open market freehold campaign (May to November 2025) generated not a single offer for continued pub use, despite extensive multi-channel marketing.
- No community interest: No community group, ACV nomination or community bid emerged at any stage.
- Economic non-viability: The FMT assessment produces an annual net loss of -£21,993 even under optimistic assumptions, confirming the business is not viable for any party subject to normal commercial disciplines.

An alternative use has been identified: the proposed conversion to ground floor retail (Class E) with residential accommodation above is a viable and appropriate use for the building, consistent with its existing scale, massing and prominent corner location within a mixed residential and retail context.

Policy 18(d): SATISFIED – There is no longer an identified need for The Woolcomber to remain in public house use, and a viable alternative use has been found.

7. POLICY COMPLIANCE MATRIX

7.1 SADMP Policy DM25 – Loss of Community Facilities

Policy Criterion	Evidence	EC Reference	Compliance
DM25(a) Replacement facilities provided nearby	Not relied upon. The proposal does not provide replacement public house facilities.	N/A	N/A
DM25(b) Surplus of facility type within immediate locality	Nine alternative public houses within 0.8 miles. CAMRA data: 36 licensed premises within 1 mile; 61 within 3 miles. The immediate locality is adequately supplied. (Section 4.2)	Section 5.3 pp.33–35	✓ Complies
DM25(c) Partial loss resulting in community benefit	Not relied upon. Whole building subject to change of use.	N/A	N/A
DM25(d) Marketing for community use	Leasehold marketed by Admiral Taverns from October 2023. Freehold marketed by Everard Cole from May 2025 for over 6 months via specialist and mainstream channels at a reasonable market rate. No viable offer for pub use received. (Section 4.4)	Section 5.2 pp.31–33	✓ Complies
DM25(e) Offered to community for ownership	Openly marketed and available for community acquisition at a reasonable market rate. No ACV listing. No community bid received. Local CAMRA group aware. (Section 4.5)	Section 5.2.13 p.33	✓ Complies

Conclusion – Policy DM25: The proposal satisfies Criteria DM25(b), DM25(d) and DM25(e). The evidence demonstrates a substantial surplus of alternative public house provision, comprehensive failed marketing, and no community ownership proposal.

7.2 Burbage Neighbourhood Plan Policy 18 – Community Facilities

Policy Criterion	Evidence	EC Reference	Compliance
Policy 18(a) Replacement facilities provided nearby	Not relied upon.	N/A	N/A
Policy 18(b) Surplus within Burbage	Significant surplus of pub and licensed premises provision in Burbage and surrounding area: 36 licensed within 1 mile; 61 within 3 miles. Nine pubs within 0.8 miles. (Section 6.2)	Sections 4.1, 5.3	✓ Complies
Policy 18(c) Partial loss with community benefit	Not relied upon.	N/A	N/A
Policy 18(d) No identified need; alternative use found	Long-term trade decline; failed leasehold and freehold marketing; no community interest; economic non-viability confirmed by FMT assessment (net loss -£21,993). Viable retail/residential alternative use proposed. (Section 6.4)	Sections 5.1–5.4	✓ Complies

Conclusion – Policy 18: The proposal satisfies Policy 18(b) and Policy 18(d). Alternative public house provision exists within Burbage and there is no longer an identified need for The Woolcomber to remain in public house use.

8. OVERALL CONCLUSIONS

This report has been specifically structured to address the requirements of Policy DM25 of the Hinckley & Bosworth SADMP and Policy 18 of the Burbage Neighbourhood Plan, in respect of the proposed loss of public house use at The Woolcomber, 30 Atkins Way, Burbage, Hinckley, LE10 2PH.

The submitted evidence demonstrates that:

- The Woolcomber has been marketed extensively for continued public house occupation and ownership – as a leasehold opportunity by Admiral Taverns from October 2023 and as a freehold opportunity by Everard Cole for over six months from May 2025 – without success.
- No community group, pub operator or purchaser came forward to retain the use as a public house. The property is not listed as an ACV and no community bid was received.
- The public house is not economically viable in its existing use. A FMT assessment by Everard Cole, based on an optimistic trading scenario, produces an annual net loss of -£21,993. This conclusion is supported by the pub's trading history, which shows beer volumes in consistent and accelerating decline.
- There is a substantial surplus of alternative public houses and licensed premises available within the local area. Nine alternative pubs are located within 0.8 miles; 36 licensed premises within 1 mile; 61 within 3 miles.
- The proposed redevelopment to ground floor retail with residential above will not result in a deficiency of community facilities for residents.

Accordingly, the proposed conversion of The Woolcomber Public House to retail use at ground floor with residential accommodation above accords with:

- **Policy DM25 of the Hinckley & Bosworth SADMP** (Criteria b, d and e satisfied)
- **Policy 18 of the Burbage Neighbourhood Plan** (Criteria b and d satisfied)

APPENDICES

Planning Viability Assessment – Loss of Public House Use

THE WOOLCOMBER

30 Atkins Way, Burbage, Hinckley, Leicestershire, LE10 2PH

Prepared by: Jon Heald BSc Econ(Hons) MSc Surv FAVLP | Everard Cole | May 2026

Appendix	Contents
A	Expert Qualifications – Jon Heald BSc Econ(Hons) MSc Surv FAVLP, Everard Cole (Page 25)
B	Property Description – Full description, photographs and plans
C	National Public House Market Conditions
D	CAMRA Public House Viability Test Analysis
E	Viability Methodology – Profit Definitions and Property Cost Analysis
F	Marketing Evidence – Sales Details, Letting Details and Love Your Pub Marketing Information
G	Alternative Public Houses – Competitor Outlets List and Map
H	Detailed Viability Appraisal – Hypothetical Profit & Loss Account
I	UK Quarterly Beer Barometer

APPENDIX A

Expert Qualifications

Qualifications and experience of Jon Heald BSc Econ(Hons) MSc Surv FAVLP, Everard Cole

Expert: Jon Heald BSc Econ(Hons) MSc Surv FAVLP

Instructions have been received from Mr Anish Keshwara of Keshco Limited, seeking an independent Viability Assessment report providing an independent expert opinion of whether or not The Woolcomber in Burbage is economically viable and has sustainable trade for the continued use as a public house.

Jon Heald is a Director of Everard Cole, a firm of commercial property surveyors specialising in the public house and licensed leisure sector. He has worked in the licensed and leisure property industry for over 26 years, with extensive licensed property experience in both agency and client-side roles at organisations including Punch Taverns, Scottish & Newcastle Pub Enterprises and Christie & Co.

Jon Heald holds a Master of Science degree in Surveying, awarded with distinction by the University of Reading, where the final dissertation was the Valuation of Licensed Properties in the UK. He is a Member of the Association of Valuers of Licensed Property (AVLP), the UK's leading body for specialist property advice on hotels, restaurants, pubs, bars, clubs and other leisure premises.

Jon Heald has extensive experience of numerous individual and group public house acquisitions and disposals, asset management, commercial and residential developments, leasehold assignments and viability appraisals. He specialises in the valuation, disposal and acquisition of freehold and leasehold licensed properties, viability assessments and licensed property asset management.

Everard Cole – Firm Profile

Everard Cole is a commercial property consultancy specialising in the licensed property sector with offices in Nottingham, Cambridge, Manchester and Leeds, dealing with sales, lettings, valuation, expert witness and viability.

Clients include: Punch Taverns, Admiral Taverns, Amber Taverns, City Pub Company, Greene King, McMullen & Sons, Stonegate, Trust Inns, Pub People Company, George Bateman & Sons, The University of Cambridge, East Staffordshire Borough Council, Stratford on Avon District Council, Star Pubs & Bars (Heineken), Redcat Pub Company and Hawthorn Leisure, amongst many others.

Disclosure and Conflict of Interest

Everard Cole previously acted for the former owner of The Woolcomber, Admiral Taverns, during the course of 2025 in the freehold disposal to Keshco Limited. There have been no subsequent dealings with either The Woolcomber or its owners. There is no conflict of interest in this matter. I have not had any subsequent dealings with either the Woolcomber or its owners and there is no conflict of interest in this matter.

Professional Declaration

Jon Heald confirms that:

- All facts and matters referred to in this report are within his own knowledge and, where confirmed to be so, are true.
- The opinions expressed represent his true and complete professional opinions on the matters to which they refer.
- His report has drawn attention to all material facts which are relevant and have affected his professional opinion.
- His opinion has been given impartially and objectively, without interference and with reference to all appropriate available sources of information.
- No conflict or risk of conflict exists.
- No performance-related or conditional fees have been agreed in preparing this assessment.

Signed

A handwritten signature in black ink, appearing to read 'J Heald', is displayed on a white rectangular background.

Jon Heald BSc Econ(Hons) MSc Surv FAVLP MBII
Director, Everard Cole
Date: 22nd May 2026

Note: This report is not intended to be a valuation of the property (either rental or capital) and is not formatted to comply with RICS practice statements relating to property valuations.

APPENDIX B

Property Description

Full description, location, accommodation, services, condition, planning and licensing details

B.1 Location

The Woolcomber opened on 29th September 1960, later renamed as The Hastings before reverting to its original name in July 2016. The property is prominently located at the junction of Atkins Way and Far Lash in the Burbage area of Leicestershire, situated in a residential area opposite a small retail parade.

Burbage is a large village and civil parish, now generally considered a suburb of the neighbouring town of Hinckley. Burbage was incorporated officially in the Hinckley Urban District in 1936. The old Burbage village is now a small part of a large parish which also includes Sketchley Village and some large and small residential estates.

Burbage is located near the border with Warwickshire and is a commuter location for large parts of Leicestershire, Warwickshire and the West Midlands due to close proximity to the M69 (which links the M6 to the M1) and the A5. There are a number of retail premises within a small arcade of shops to the north-west of the site.

The Property is located just to the south of Hinckley town centre, the third largest settlement in Leicestershire. The town centre, which contains a diverse mix of licensed venues, pubs and restaurants, and a host of independent stores and national retail outlets, is approximately 20 minutes' walk away.

The population of the Burbage Parish was 14,324 at the 2001 census, increasing to 14,568 at the 2011 census. The 2021 census showed the population increased significantly to 16,510, with a gender split of approximately 49% male and 51% female. Just over 19.4% of the parish population is aged 17 or under, suggesting therefore that approximately 13,581 persons are of a licensed drinking age. The total population within a one-kilometre radius of The Woolcomber is 12,257.

The local area has a lower percentage of residents reporting good or very good health (68.9%) compared to the national average (82%), and a significantly higher proportion of residents with no qualifications (31% compared to the UK average of 18.2%). Household income in the LE10 2PH area is below the national average, with 72% of analysed areas in England and Wales having higher average household annual income.



H.M. LAND REGISTRY		TITLE NUMBER	
		LT 310025	
ORDNANCE SURVEY PLAN REFERENCE	SP 4393	SECTION	N
COUNTY	LEICESTERSHIRE	DISTRICT	HINCLEY AND BOSWORTH
		Scale	1:1250
© Crown copyright 1977			



This official copy is incomplete without the preceding notes page.

B.2 Demographic Profile

Indicator	Burbage Parish / LE10 2PH Area	UK Average
Population (2021 Census)	16,510	–
Population within 1km of Woolcomber	12,257	–
Population of licensed drinking age (18+)	approx. 13,300 (80.6% of parish)	–
Residents reporting Good / Very Good Health	68.9%	82%
Residents with no qualifications	31%	18.2%
Residents with higher education degree	19%	33.8%
Areas with higher avg. household income	72% of England & Wales areas	–
Unemployment rate (Census 2021)	3%	4.83%

The population of the Burbage Parish was 14,324 at the 2001 census, increasing to 14,568 at the 2011 census. The 2021 census showed the population increased significantly to 16,510, with a gender split of approximately 49% male and 51% female.

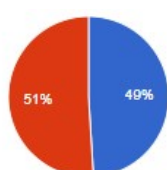
There is a considerable population within close proximity of the Woolcomber, as illustrated below:

Population

Radius	Population	Households
100m	298	118
250m	728	334
500m	2,883	1,300
600m	4,378	1,988
750m	6,927	3,193
Half Mile	8,180	3,762
1km	12,257	5,654

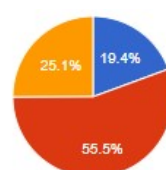
Just over 19.4% of the Parish population is aged 17 or under, suggesting therefore that approximately 13,581 persons are of a licensed drinking age.

Further information regarding the demographic profile of the Parish is below:



● Males
● Females

Gender (E 2024)	
Males	8,262
Females	8,588



● 0-17 years
● 18-64 years
● 65+ years

Age Groups (E 2024)	
0-17 years	3,269
18-64 years	9,357
65+ years	4,224



Source: UK Office for National Statistics.

B.3 Tenure

Land Registry records show The Woolcomber is held on freehold title LT310025.

B.4 Description

The Woolcomber is a two- and single-storey detached property of brick elevations beneath pitched tiled and flat roofs. The property is finished in a mixture of red brick and off-white painted bricks to the walls and brown interlocking tiles to the roof.

The property occupies a prominent corner plot measuring approximately 2,200 sqm. It sits centrally within the plot with a parking forecourt containing 35 marked parking spaces and an enclosed rear garden area containing tables, seating and children's play equipment.

The building lies within a fairly regular-shaped site of gently sloping topography, with the northern half of the plot (mainly comprising the car park) lower than the main pub building. The buildings have a total ground floor footprint of circa 3,570 ft² (332 m²) and are sited within grounds extending to circa 0.249 acres (0.219 hectares), as taken from digital mapping software.



B.5 Accommodation

Ground Floor

The accommodation briefly comprises: an entrance hall providing access to two trading areas; a front bar with a timber bar servery, upholstered perimeter seating and two darts throws; a rear bar with a timber bar servery, upholstered perimeter seating and a raised stage area; a small conservatory accessed from the rear bar leading to the rear garden; ladies' and gents' WCs; a small commercial catering kitchen with store off; an extensive basement cellar; storeroom; and a large office.

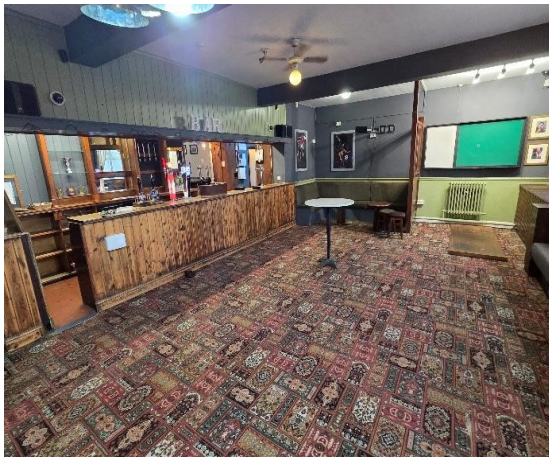
Upper Floor

The domestic accommodation is situated over the first floor and comprises: three large bedrooms; lounge; family bathroom; and a domestic kitchen.

Exterior

The pub sits in a plot of over 0.5 acres. There is a large car park to the front and side (approximately 35 vehicles), a lawned rear garden with two covered patio areas, and a private yard and bin store to the side.

Photographs showing the property's accommodation are set out below:



Front Bar



Rear Bar



Rear Bar Raised Stage Area



Rear Conservatory



Basement Beer Cellar



Commercial Kitchen



Front Office Room



Car Park



Rear Garden



Lounge

B.6 Services

The property is understood to be connected to all mains services including gas, electricity, water and drainage.

B.7 Repair and Condition

A formal building condition survey has not been undertaken. From inspection, the following areas were noted as requiring repair or attention:

- Substantial areas of exterior paintwork are stained, damp and/or flaking, requiring damp remediation treatment (where necessary) and repainting.
- Internal trading areas are largely devoid of trade fixtures and fittings, which would need to be reinstated. Decoration is extremely dated and any incoming operator would need to refurbish and redecorate the trading areas.
- Should any kind of food trade be commenced, the trade kitchen would require significant investment.
- Interior electrical, plumbing and heating services would require surveying and testing, with renovations and replacements likely to be necessary to achieve appropriate safety compliance and operational efficiency.

Everard Cole has estimated the minimum refurbishment cost at £40,000, comprising £20,000 for replacement of trade fixtures and fittings and £20,000 for redecoration and remedial repairs. This is considered a conservative estimate.

B.8 Planning

The property is administered by Hinckley & Bosworth Borough Council, Hinckley Hub, Rugby Road, Hinckley, LE10 0FR, or at <https://www.hinckley-bosworth.gov.uk>

The property is not Listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended, nor is it situated within a Conservation Area.

The Woolcomber does not feature on the Local Authority's Asset of Community Value (ACV) Register.

The Property's planning history is noted below. A change of use from off-licence to a takeaway hot roll shop/coffee shop and extension of garden area was permitted in September 2010 (ref: 10/00556/COU). No other relevant planning history was identified on the Council website.

From 1st September 2020, reforms to the planning use classes legislation took effect. A4 public houses (now classified as Sui Generis) are unaffected, with any change of use or development still requiring planning consent. This reinforces the 2017 removal of permitted development rights for A4 premises, continuing to protect pubs by ensuring planning permission is needed for any change to a different use.

B.9 Licensing

A copy of the Premises Licence Summary has been provided. For the purposes of this report it is assumed that a full and up-to-date Premises Licence is in place. The premises will not

be immediately viable as a pub without a licence and a prospective operator would be required to apply for a new licence. The viability of the pub may also be affected should any onerous conditions be attached.

The Premises Licence authorises the following licensable activities: exhibition of films and indoor sporting events (Sunday-Thursday 07:00-01:00; Friday-Saturday 07:00-02:00); performance of live music (Monday-Sunday 07:00-00:00); playing of recorded music and supply of alcohol (Sunday-Thursday 07:00-00:00; Friday-Saturday 07:00-01:00); provision of late night refreshment (Sunday-Thursday 23:00-01:00; Friday-Saturday 23:00-02:00). The opening hours of the premises are Sunday-Thursday 07:00-01:00 and Friday-Saturday 07:00-02:00.

B.10 Rating

The Valuation Office Agency (VOA) uses 'fair maintainable turnover' to value public houses. A simple reliance on rateable values to arrive at an opinion of future trade potential is not recommended as a particularly reliable basis for such judgement. However, the following history of Rateable Values is noted:

Rating List	Rateable Value	Effective Date	Commentary
2017	£9,400	1 April 2017	Antecedent valuation date: 1 April 2015
2023	£6,000	1 April 2023	Antecedent valuation date: 1 April 2021
2026	£8,500	1 April 2026	Antecedent valuation date: 1 April 2024

Notwithstanding the above caveat, the property has a record of low Rateable Values, which can reasonably be interpreted as indicative of historically poor levels of trade.

APPENDIX C

National Public House Market Conditions

Overview of national market trends, economic pressures and structural decline in the public house sector

C.1 Long-term Structural Decline

The economic climate and the impact of the credit crunch, followed by recession, led to extremely difficult trading conditions for the leisure market over the last 20 or so years. Key structural factors include:

- The introduction of the smoking ban in public places encouraged many pub-goers to drink at home.
- The Licensing Act 2003 (effective 2005) resulted in a significant increase in late-night competition.
- Discounted retail prices of alcohol in supermarkets and off-licences have further discouraged on-trade consumption.
- The credit crunch and subsequent recession reduced consumer confidence and leisure spend per head.
- Social media and online communications have fundamentally changed social behaviour, reducing the need to visit a pub for social interaction, particularly among younger generations.

BBPA data shows a decline in annual on-trade beer sales from 24,281 thousand barrels in Q1 2000 to 12,632 thousand barrels in Q4 2019 – a fall of approximately 48%. Over the same period, off-trade beer sales increased by approximately 37%. As wet sales declined, many pubs shifted toward food-led trade, but net profit margins on food-led businesses are typically 5–10% lower than wet-led operations, requiring higher food volumes to compensate. A full copy of the BBPA UK Quarterly Beer Barometer data is included below.

The British Beer & Pub Association (BBPA) stated in their 'The Beer Story: Facts on Tap' leaflet, that these trading conditions were worsened as, "the beer duty escalator (2008-2013) meant beer tax increased by 42%. This caused immense damage to the sector. Beer duty is particularly regressive, hitting those on lowest incomes the hardest. This was an escalating problem from 2008-2013 as beer consumption fell by 16% and as a result 7,000 pubs closed, and 58,000 jobs were therefore lost."

Illustrative pub cost Base *	2019 % sales (gross)	Change		2024 % sales (gross)
		Actual 2019 v 23	Forecast 2023 v 24	
COGS - drink	15%	15%	10%	19%
COGS - food	23%	30%	10%	33%
Wages	28%	30%	10%	40%
Utilities	4%	120%	-10%	8%
Repairs & renewals	1%	40%	5%	1%
Marketing & rents	1%	25%	2%	1%
Other operating costs	6%	30%	10%	9%
Combined cost pressure*		+32%	Additional +8%	+43%

Source: Impact of recent economic trends on pubs and breweries Frontier Economics, October 2023.

Whilst inflationary pressures have subsided significantly, it should be noted these costs have not reduced; it is merely the rate of increase that has slowed.

C.2 Covid-19 and Post-Pandemic Impact

The Covid-19 pandemic forced closure of all non-essential premises from March 2020. The sector faced immediate cessation of income followed by a phased and uncertain reopening from June 2020. A second national lockdown in November 2020 caused further closures. Post-reopening, differential fortunes were apparent: some businesses benefitted from the staycation boom whilst others remained hit by changed footfall patterns.

Following the pandemic, an initial post-lockdown bounce in trade receded and operators were subsequently hit by spiralling inflationary pressures: energy costs increased enormously, with over 65% of pub operators reporting utility cost increases of over 100%; foodservice price inflation reached 21.6% year-on-year by May 2023; and wage costs rose by 11% in the 12 months to June 2023 (CGA).^[2]

Indeed, figures published by the Office for National Statistics estimate the number of payrolled hospitality employees in the UK in May 2025 decreased by 69,000 since the government changes.^[2]

The job losses are the worst on record outside the first few months of the pandemic and has led to commentators suggesting the effects will continue, with as many as 200,000 likely to lose their jobs as a result of these measures.

The changes have been described as a “tax on jobs” and hospitality and those working part-time are among the hardest hit by these tax increases. It is widely held that the increasing of the minimum wage and changes to National Insurance contributions have detrimentally and disproportionately affected the hospitality industry, and in particular the trading costs of public houses and restaurants. It is a recognised fact that the public house and hospitality trade sector has an increased reliance upon employment of younger members of staff and on part-time working. It is the employment costs of this section of the labour force which will be most adversely impacted.

C.3 Government Policy – Employment Cost Increases (2024–2026)

The Labour Government's Autumn 2024 Budget introduced measures with effect from April 2025:

- Employers' National Insurance contributions increased by an additional 1.2%.
- National Minimum Wage increased to £12.21/hour (a 6.7% rise).
- The annual wage threshold at which employers become liable for Employers' NI was reduced to £5,000, disproportionately affecting part-time-heavy hospitality businesses.
- Business rates relief dropped from 75% to 40% in April 2025, more than doubling bills for most pubs.
- Extended Producer Responsibility (EPR) packaging fees introduced, adding further cost pressure.

The National Minimum Wage increased again to £12.71/hour from 1st April 2026, a further 4.1% increase. The BBPA estimated the cumulative impact of the 2024 Budget creates an

extra £650 million in costs for the sector – equivalent to approximately £14,000 per pub on average (The Independent).

A joint survey of hospitality operators published 2nd June 2025 by UKHospitality, the British Institute of Innkeeping, the BBPA and Hospitality Ulster found:

- One third of hospitality businesses are now operating at a loss (an 11-percentage-point increase on the previous quarter).
- 6 in 10 businesses have cut jobs.
- 63% have reduced hours available to staff.
- Over half have cancelled investment plans.
- 76% have been forced to increase prices to consumers.

Forecasts were also made by UKHospitality regarding the implementation of the Employment Rights Bill which, from April 2026, heralded changes to statutory sick pay, paternity and parental leave, and trade union recognition. From October 2026, tipping laws will be tightened and employers' duty to prevent sexual harassment strengthened. And 2027 will see rights to guaranteed hours introduced, alongside existing rights to request flexible working being strengthened, and changes made to employees' right to claim unfair dismissal. UKHospitality warned that many of these changes could be a significant cost for hospitality businesses. Kate Nicholls, chief executive of UKHospitality, said: "...alongside increases to national insurance contributions, employment costs and business rates. Hospitality businesses have absolutely no more capacity to absorb costs and the government must not increase the sector's cost burden once again."

The British Institute of Innkeeping's (BII) 2025 member survey showed that huge tax rises have already forced many owners to take drastic measures to make ends meet, with 35% of pub operators claiming they would be forced to close their business if the government doesn't reduce the tax burden on the sector. BII chief executive Steve Alton said: "Our members and the wider pub sector are being pushed to breaking point by unfair and unsustainable tax burdens. If the chancellor doesn't recognise the devastating impact last autumn's Budget has already had on our sector, not even six months since it came into force, and remove some of the pressure on our pubs, the consequences will be dire. Without a reduction in the tax burden, we will lose a huge number of viable businesses and jobs, providing immeasurable support and connection in every community."^[3]

To mitigate these unprecedented cost increases many operators are being forced to focus on changes to improve labour and energy efficiency, including (for some) decisions previously thought off limits, such as reduced pub opening hours or stopping food sales to save on people and energy costs. The scale of impacts cannot be offset entirely by operating cost savings or absorbing and reducing margins. Pubs are having to pass through higher prices to mitigate costs.

According to new member survey results from UKHospitality, the British Beer & Pub Association, the British Institute of Innkeeping and Hospitality Ulster, cost increases that came into force for the sector on 1st April 2026 will see one in seven (15%) venues forced to close and two thirds (64%) of businesses cut more jobs. The findings also show 51% will cancel investment plans and 42% reduce trading hours. The increasing cost of energy was also a significant concern. Even when surveyed prior to the situation in Iran and the Middle East, almost all businesses (93%) said energy costs were impacting profitability.^[4]

C.4 Pub Closures – National Data

Period	Data Point	Source
2000–2025	UK pub numbers fell from 60,880 to 44,750	BBPA
2022 (H1 2023)	Pub insolvencies up 76% year-on-year in H1 2023	CGA / Alix Partners
End 2024	Total pubs in England and Wales fell below 39,000 for first time	Altus Group, December 2024
H1 2025	Two hospitality premises closing every day	AlixPartners Hospitality Market Monitor
Q4 2025	98,914 licensed premises – 382 fewer than Q3 (4+ net closures per day)	NIQ Hospitality Market Monitor
Q1 2026	98,609 licensed premises – 305 fewer than Q4 2025 (3.4 net closures per day)	NIQ Hospitality Market Monitor, Morning Advertiser 01/05/26
April 2026	7,445 pubs (20% of UK total) have negative net assets; 4,310 classified as Maximum Credit Risk	Price Bailey, April 2026

Karl Chessell, Director at NIQ, commented: 'An acceleration in closures in the final quarter of 2025 shows the toll that relentless increases in operating costs are taking on hospitality... conditions are unlikely to get any easier in 2026, and business confidence and sales growth both remain weak.'

The consequences of these economic and social trends are seen to adversely impact on public house trading, reducing alcoholic drink consumption, putting pressure on retail pricing and leading to an increasingly challenging market in which to operate. Such impacts are understood to be central to the declining numbers of smaller community public houses both in rural and urban areas.

The squeeze on discretionary spending is expected to worsen for many consumers and, as prices have risen further, a fall in the frequency and spend of customers has been identified. A report by Frontier Economics suggests that wet-led pubs are experiencing individuals getting, on average, one less pint when visiting (33% decrease); and food-led pubs are experiencing a decline in the number of people eating out and, when they do, they often cut back on what they eat. As finances are stretched, consumers typically cut back most on discretionary spending such as pub visits. This is supported by a CGA survey (July 2023) which found 35% of consumers were going out less frequently because of cost of living and inflationary concerns and 35% said they would eat and drink out less frequently next month.

In the above noted social, market and economic conditions, the prospects for the trading of public houses are particularly uncertain. This adverse environment substantially increases the risks faced by those making investments in the sector, particularly where there is a history of business failure and subsequent physical decline of premises. It is not possible for any party to reliably predict when or indeed if a previously successful trading business will return to and be sustained at a viable trading level. Many public houses never in fact return to their previous trade performance.

In the case of businesses occupying properties on a leasehold basis at a market rent, there is effectively no capital employed in the land and buildings (with the exception of a deposit), and no return on that capital employed is required. The property costs are transparent in the accounts with the payment of rent included in the overheads of the business.

As a direct consequence of these circumstances, the successful relaunch for trade of an already closed public house will present even greater risks and challenges for any party considering taking on such a venture. Careful and prudent judgements are now a prerequisite for any party contemplating an investment into a property for continued public house use. Such judgements necessitate the careful evaluation of a pub's future trading prospects; together with the credible risks associated with the proposition under consideration; and the ability to meet the expectations of any potential financial backers and sources of funding which are necessary in order to facilitate such property acquisition and subsequent investment.

C.5 BBPA UK Quarterly Beer Barometer

The following table reproduces the BBPA UK Quarterly Beer Barometer data (on-trade and off-trade volumes in thousands of barrels) which underpins the market analysis above.

Year	On-trade Q1	On-trade Q4	Off-trade Q1	Off-trade Q4
2000	24,281	23,358	11,183	11,215
2005	21,381	20,729	14,032	14,173
2010	15,951	15,135	13,976	14,015
2015	13,469	13,230	13,578	13,740
2019	12,707	12,632	15,059	15,352

Source: British Beer and Pub Association (BBPA). Full dataset (2000–2019) is available in the original Everard Cole assessment. The data illustrates a near-50% decline in on-trade volumes over 20 years, with a corresponding 37% increase in off-trade volumes, confirming the long-term structural shift from pubs to home consumption.

APPENDIX D

CAMRA Public House Viability Test Analysis

Assessment of the CAMRA Public House Viability Test (PHVT) in relation to The Woolcomber

D.1 Background

The Campaign for Real Ale (CAMRA), an independent voluntary organisation of circa 144,600 members, has published a 'Public House Viability Test' (PHVT) which identifies a number of factors appropriate when appraising a pub's trade potential. Whilst acknowledging CAMRA's stated agenda of keeping pubs open, the PHVT identifies reasonable considerations to contemplate when assessing business viability.

It is also desirable to review financial information recording past trading performance, if available, to help make the required judgement over future potential. The British Beer & Pub Association (BBPA) have also produced documentation to assist pub tenants when assessing public house operational costs. Whilst this data is specifically formatted for the use of brewery/pub company tied tenants, the average operational expenses statistics detailed in the survey are more widely applicable within the public house sector.

However, the CAMRA PHVT does not provide a complete picture. A number of factors affecting a business' ability to trade effectively are overlooked, including: the condition and repair costs of the building; the actual costs of operating the property and employing staff; physical attributes of location and layout; immediate population density; and external social, consumer-behavioural and economic matters.

D.2 CAMRA PHVT Assessment: The Woolcomber

CAMRA PHVT Factor	Assessment for The Woolcomber
Local Trade	Population of 12,257 within 1km is ostensibly sufficient. However, the surfeit of 36 licensed premises within 1 mile creates intense competition that significantly limits the available market.
Customer Potential	Predominantly local walk-in trade from the immediate residential community. Low household incomes constrain discretionary spending. Proximity to Hinckley town centre (a far stronger licensed offer) significantly draws potential custom away.
Competition	Very high. CAMRA's whatpub.com records 36 licensed premises within 1 mile and 61 within 3 miles. Nine alternative public houses are within 0.8 miles. The Woolcomber does not differentiate meaningfully from this competition.
Flexibility of Site	There is no realistic requirement or need to share use with another local amenity given the retail parade directly opposite. Little scope for complementary community uses.
Parking	The 35-space car park is considered adequate for the estimated trade level.
Public Transport	Forryan Road bus stop is adjacent to the property. However, the bus service is more likely to facilitate access to Hinckley town centre than to attract custom to The Woolcomber.

Multiple Use	A retail parade is directly opposite. Little scope for combining pub function with shop, post office or other community use. The building and site arrangement would not credibly support additional alternative commercial uses alongside public house trading.
Partial Loss	The site layout and building configuration prevent any credible partial development whilst retaining a viable pub with garden and car parking.
Competition Case Studies	See Appendix G. The Woolcomber does not cater for materially different groups from its competitors. It has no differentiating offer.
The Business – Past and Present	Beer volumes declined from 139.5 barrels (2020) to 50.4 barrels (2025 to closure). Trade was consistently poor and in accelerating decline. The pub is not listed as an ACV. See Appendix H.
The Sale	Open-market freehold sale via Everard Cole attracted no offer for continued pub use despite 6+ months marketing. See Appendix F.

APPENDIX E

Viability Methodology

Assessment methodology, profit definitions and property cost analysis

E.1 Methodology Overview

In order for a business to be considered economically viable it must be capable of generating a profit on a sustainable basis in the long term. When considering viability, regard must be had to the potential of the business, not merely recent trading history. The level of potential trade will be impacted by the location, configuration of the trading area and the availability of alternative facilities.

When assessing future trading potential, the assessor excludes any turnover and costs attributable solely to the personal circumstances or skill, expertise, reputation and/or brand of the existing or previous operator. The assessment instead reflects the trading potential realisable by a Reasonably Efficient Operator (REO).

The actual trading performance should be compared with similar trade-related property types and styles of operation. When available, the actual trading accounts of the subject property and similar properties may need adjusting to reflect the circumstances of the REO.

E.2 Fair Maintainable Trade (FMT) and Fair Maintainable Operating Profit (FMOP)

Fair Maintainable Trade (FMT) is the level of trade that a Reasonably Efficient Operator (REO) would expect to achieve from all forms of income, when running the business in a proper manner, on the assumption that the property is properly repaired, maintained and decorated.

From the FMT, an assessment is made of the Fair Maintainable Operating Profit (FMOP) – the operating profit an REO would expect to achieve from all forms of income when running the business in a proper manner. Operating profit is stated before the deduction of costs of finance, owners' remuneration and any exceptional costs. FMOP is then further adjusted to reflect the true net profit, after property costs and owner's remuneration, to assess economic viability.

E.3 Profit Definitions

There are a number of different definitions of profit, all of which have valid applications:

- Gross Profit: Turnover less direct costs of sales.
- Operating Profit: Gross profit less wages and variable operating costs.
- EBITDA: Earnings before interest, tax, depreciation and amortisation.
- Net Profit Before Tax: The correct definition for viability assessment. This is the profit earned after property costs (whether rent or notional return on freehold asset value) and after a charge for depreciation.

For viability assessment purposes, the relevant measure is net profit before tax, which requires all costs of operating and occupying the property to be deducted.

E.4 Property Costs

All businesses incur property costs, either by way of rent or through the cost of owning a freehold property. Any business which is unable to meet these costs is not a viable business.

Where a business occupies a property on a freehold basis, capital is tied up in the asset. This capital could be employed elsewhere or could earn a return by leasing the property to a third party. There is an opportunity cost associated with capital employed in owning the property. The financial viability of a business is its ability to generate sufficient income to meet operating payments and debt commitments.

For the purposes of the Woolcomber assessment, the following property cost assumptions have been adopted:

Item	Assumption	Basis
Adopted capital value (pub use)	£450,000	Based on evidence of comparable freehold pub sales and the marketing outcome (no pub-use offer received at £650,000 asking price)
Refurbishment capital	£40,000	£20,000 fixtures/fittings + £20,000 redecoration/remedial repairs (conservative estimate)
Acquisition costs	£22,000	SDLT £12,000 + professional fees £10,000
Total capital requirement	£512,000	Above items combined
Loan-to-value (LTV)	60%	Current market norm for licensed freehold
Amount financed	£307,200	60% of £512,000
Interest rate	7.0%	Reflective of current commercial lending rates for pub sector; secondary/bridging lenders likely to charge more
Loan term	20 years	Standard commercial term
Annual debt service	£28,572	£2,381/month
Return on trade inventory/working capital (£30,000)	8%	Industry standard

It is noteworthy that current commercial mortgage and lending products for licensed premises are significantly more expensive than historically, with traditional high-street lenders now extremely selective, particularly for propositions with unproven trade potential. Prospective purchasers would likely need to look towards secondary lenders or bridging finance at higher costs.

E.5 Comparable Sales Evidence

The following comparable freehold public house sales have been considered in arriving at the adopted capital value:

Property	Sale Price	Year
The White Bear, 36 Coventry Road, Hinckley, LE10 0JT	£437,500	2024
The Crown, 10 Bond Gate, Nuneaton, CV11 4BX	£425,000	2023
Miners Arms, Whittleford Road, Nuneaton, CV10 9HU	£575,000	2023
Railway Hotel, Station Road, Hinckley, LE10 1AP	£450,000	2023
Crafty Baron, 5–7 Regent Street, Hinckley, LE10 0QA	£570,000	2022
34 Windsor Street, Burbage, Hinckley, LE10 2EF	£525,000	2020
Flintlock, Roston Drive, Hinckley, LE10 0XP	£750,000	2018

The Woolcomber itself was sold in November 2025 for £615,000, following 6+ months of open marketing by Everard Cole, with no offers received for continued public house use. Taking this outcome into consideration, and having regard to the comparable evidence, an adopted credible capital public house value of £450,000 is used in the viability assessment.

APPENDIX F

Marketing Evidence

Documentation of the marketing campaign for continued public house use: leasehold marketing by Admiral Taverns and freehold marketing by Everard Cole

F.1 Leasehold Marketing by Admiral Taverns

Prior to the freehold sale, the former owner Admiral Taverns marketed The Woolcomber for continued public house operation on a leasehold basis. This marketing commenced in October 2023. Admiral Taverns utilised their own extensive contact database and website platform. In addition, the property was advertised via loveyourpub.co.uk, a multi-service hospitality platform and pub recruitment channel.

Screenshots confirming the advertisement of The Woolcomber via the Love Your Pub platform in October 2023 and February 2025 are reproduced below. The Admiral Taverns letting details confirmed the property was available on a new leasehold interest, inviting prospective operators to take on the business.

Admiral Taverns Letting Details – Key Information (Appendix 4 of original EC report)

Property: The Woolcomber, 30 Atkins Way, Burbage, Hinckley, LE10 2PH

Tenure: Leasehold tenancy / Tenancy at Will

Available from: October 2023

Marketing by: Admiral Taverns (own database and loveyourpub.co.uk platform)

Outcome: No substantive tenant secured. Marketing proved unsuccessful.

[Note: Original Admiral Taverns letting details and Love Your Pub marketing are reproduced from Appendices 4 and 5 of the Everard Cole Viability Assessment dated 22nd May 2026.]

F.2 Freehold Marketing by Everard Cole

Following instruction in May 2025, Everard Cole placed The Woolcomber on the open market for freehold sale at an asking price in the region of £650,000 (excluding VAT).

Marketing Channels

The property was marketed across the following channels from the point of instruction until completion of the sale in November 2025:

- Everard Cole website (everardcole.co.uk) – prominently featured throughout the marketing period
- Rightmove Commercial (www.rightmove.com)
- Realla (www.realla.co.uk)
- Movehut (www.movehut.co.uk)
- Daltons Business (www.daltonsbusiness.com)
- Pub & Bar Magazine online
- The Morning Advertiser online (morningadvertiser.co.uk) – the UK's leading on-trade website, with over 140,000 unique users per month

- For-sale board erected at the property
- Direct mailshots to all known private local, regional and national public house operators

The total duration of the freehold marketing campaign was over six months (May to November 2025). Online evidence confirms that the local CAMRA group (Hinckley and Bosworth) was aware the property was on the market.^[11]

Marketing Outcome

Despite the comprehensive multi-channel marketing campaign:

- Not one offer received was for continued public house use.
- No substantive interest was received from parties considering continued trading as a pub.
- The sale attracted interest from parties intending alternative uses.
- Feedback indicated the pub was suffering from long-term, terminal decline.
- No community group, CAMRA branch or community interest company expressed interest in acquiring the property.

F.2 Summary

Marketing period (leasehold): October 2023 – early 2025 (Admiral Taverns)

Marketing period (freehold): May 2025 – November 2025 (Everard Cole, 6+ months)

Asking price: £650,000 (freehold, excl. VAT)

Offers for continued pub use: NONE

Community / ACV interest: NONE

[Note: Copies of the original Everard Cole sales particulars and the Love Your Pub Marketing evidence are incorporated below within section F of the Appendices document.]



Woolcomber

Freehold

Offers in the Region of **£650,000** Excluding VAT

Woolcomber, Atkins Way, Burbage, Hinckley, Leicestershire, LE10 2PH

AT A GLANCE

- Two and single storey detached pub
- 3,570 sq ft ground floor footprint
- Three bed domestic accommodation
- 40+ car park
- Set in 0.54 acres
- 12,257 resident population within 1km radius
- Two separate trading areas
- Rear Garden



Viewing And Further Information

Jon Heald
📞 0115 8246442
📱 07941 614719
✉️ jon@everardcole.co.uk





PROPERTY

The Woolcomber is a two and single storey detached property of brick elevations beneath pitched tiled and flat roofs. The accommodation briefly comprises an entrance hall leading from the car park, providing access to the two trading areas. The front bar has a timber bar servery, upholstered perimeter seating and two darts throws. The rear bar has a timer bar servery, upholstered perimeter seating and raised stage area. A small conservatory is accessed from this bar which leads into the rear garden.

The Ladies and Gents W.C.s can be found off the entrance hall. The pub also benefits from a commercial catering kitchen, with store off, extensive basement cellar, store room and a large office.

The spacious domestic accommodation is situated over the first floor and comprises three large bedrooms, lounge, family bathroom and a domestic kitchen.

To the exterior, the pub sits in a plot of over 0.5 acres. It boasts a large car park to the front and side, with space for c. 40 vehicles, a lawned rear garden with two covered patio areas. A private yard and bin store is located to the side.

PLANNING

The local authority is Hinckley & Bosworth. We are advised the property is not Listed nor situated in a conservation area. Prospective purchasers are advised to make their own enquiries.

UTILITIES

We understand all mains services are connected.

MEASUREMENTS

Ground Floor Footprint - c. 3,570 ft²

Total site area - c 0.54 acres

(Measurements are taken from digital mapping and are approximate).

FIXTURES & FITTINGS

No fixtures and fittings will be warranted with this sale and an inventory cannot be provided. The property is being 'sold as seen' and any items left on the day of completion will be inherited by the purchaser excluding any third party items.



THE BUSINESS

The business is not currently trading. No trading information is to be sold or warranted. The vendor runs a leased and tenanted estate and has not occupied the property. The vendor does not have any historical knowledge of the day to day running of the business and therefore does not have access to any accounts or trading information.

RATES & CHARGES

The Rateable Value of The Woolcomber has been assessed at £6,000 (2023). The premises may qualify for Small Business Rates Relief in which case the non-domestic rating liability may be nil subject to the ratepayer occupying only one property for the purposes of business.





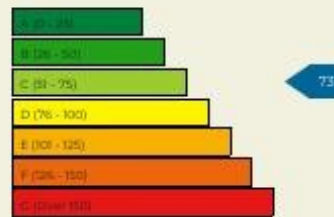
LOCATION

The Woolcomber is prominently located at the junction of Atkins Way and Far Lash the Burbage area of Leicestershire. The pub is situated in a residential area opposite a small retail parade. Burbage is a large village and civil parish, now generally considered a suburb of the neighbouring town of Hinckley.

Burbage is near the border with Warwickshire and is a commuter location for large parts of Leicestershire, Warwickshire and the West Midlands due to its close proximity of the M69, (which links the M6 to the M1) and the A5.



EPC



ACQUISITIONS // DISPOSAL // LANDLORD & TENANT // EXPERT WITNESS // PROFESSIONAL SERVICES

Cambridge
01223 370055

Nottingham
0115 8246442

Leeds
0113 4508558

Manchester
0161 8204826

info@everardcole.co.uk
www.everardcole.co.uk



Everard Cole for themselves and for the vendors or lessors of this property whose agents they are give notice that (1) the particulars are set out as a general outline only for the guidance of intending purchasers or lessees, and do not constitute, nor constitute part of, an offer or contract; (2) all descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are given without responsibility and any intending purchasers or lessees 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; (3) no person in the employment of Everard Cole Limited has any authority to make or give any representation or warranty whatsoever in relation to this property.

Admiral Taverns Community Pub Marketing Brochure (October 2023)



WOOLCOMBER, HINCKLEY

HINCKLEY, LE10 2PH

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£8,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The 'Woolly' is situated approximately 2 miles from Hinckley town centre, in the suburb of Burbage. The pub is a traditional 1960s built community pub, occupying a huge prominent corner plot with a large car park in the centre of a housing estate which is a combination of mainly privately owned and some local authority. The area within a mile of the pub is very densely populated with over 26,000 people living there, the largest social group being made up of people from the comfortable communities band.

Pub Layout

The Woolcomber is a very large building and has 2 main trading rooms. From the front main access you enter into a lobby which houses the ladies and gents toilets and also doors to both trade spaces. To the right you have the more traditional trade zone, which has a long wooden bar to the back and which is currently used for sports and live tv and hosts a pool table and 2 dart boards. Lots of fixed bench seating and high tables suit the style of this room as an active space with a high footfall. Situated across the entire back of the pub is the second trade zone which is more family orientated and has a more pub lounge feel to it. It is home to a generous long wooden bar, a stage to one corner and has lots of low level seating available for drinking and dining. This area also gives access to a small conservatory and the rear grassed garden. Both trading rooms are served by the central bars which back onto each other, ideal for keeping staffing levels low as both bars can be served simultaneously. Off the bar you will find an office, a large store room with it's own external access and also the trade kitchen. Moving through, you will also find access to the rear enclosed yard and cellar that is below ground and also the entrance to the private quarters. The pub has a wrap around car park for over 40 cars and at present is partially covered outside the front of the pub with a small Astro turf area accommodating 15 picnic benches. To the rear is a more traditional safe enclosed pub garden with a pergola producing both shade and cover for drinkers.

TRADING STYLE

The pub at present trades to the local community with most customers walking to the pub. Opening hours are currently dictated by our current licensees from 4pm onwards in the week and all day at Weekends. The draught drinks offer is small and targeted to its current customers. Sports teams such as darts and pool are popular as is the weekly karaoke held on a Friday night. The early doors trade is often bolstered by local trades people calling on the way home from work. An external food offering is available at the pub currently which seems to be proving popular with the locals.

ACCOMODATION

Private Accommodation

This consists of three good sized bedrooms, a kitchen, living room, bathroom and separate toilet. The landing is a fair size and is currently used as a dining area and there is ample storage.



Sports Driven



Community Local



Food Preparation Area



3+ Private Bedrooms



Live Music



Kitchen



Sports Teams



Car Park

Email: recruitment@admiraltaverns.co.uk
admiraltaverns.co.uk

[admiraltaverns](https://www.facebook.com/admiraltaverns) [admiral_taverns](https://twitter.com/admiral_taverns)

FINANCIAL

Annual Rent: £18,000 (Starting rent of £5,200 p/a (net) available)

Security Deposit: £3,000 (Building to £5,000 during tenure)

Working Capital: £2,500

Stock: £2,500

Business Rates: INil. Based on the April 2023 rating list, the Zero Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes.

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

The Woolcomber is an existing opportunity for a new licensee to build on an already well-established solid community pub retail offer. The pub should trade as a community pub with teams and encourage families to use it often. It should ideally be able to hold some big outside events each summer and have a food offer available to increase the footfall. Teams and sky sports would be a huge benefit at the site and would see midweek activity improved greatly. It should draw people out of Hinckley as it is a very short drive away and hold a prominent main road frontage. A proper community venue, the Woolcomber should be able to cater for a variety of clientele and the drinks offer available should be adaptable to trending business needs. An active social media following will also see the trade increase dramatically.

							
Sports Driven	Community Local	Food Preparation Area	3+ Private Bedrooms	Live Music	Kitchen	Sports Teams	Car Park

Email: recruitment@admiraltaverns.co.uk
[admiraltaverns.co.uk](https://www.admiraltaverns.co.uk)

 [admiraltaverns](#)  [admiral_taverns](#)



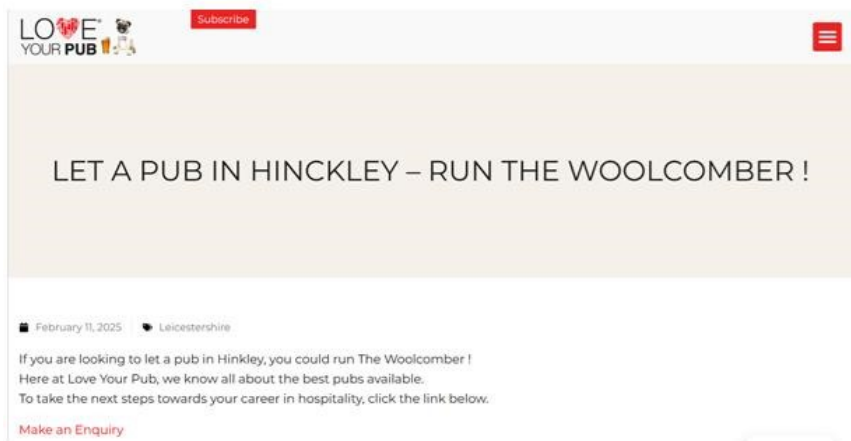
October 3, 2023 Other News

If you are looking to lease a pub in Hinckley, The Woolcomber is available !

Here at Love Your Pub, we know all about the best pubs to run.

To take the next steps towards a career in hospitality, click the link below.

Oct 2023



Feb 2025



The Woolcomber

There's more... Click the link

The Admiral Taverns pub company is looking for new tenants, for both the Duke of Rutland in Lower Bond Street, Hinckley and The Woolcomber, Atkins Way, Burbage.

APPENDIX G

Alternative Public Houses – Competitor Outlets

List of equivalent public houses and licensed premises within the immediate locality

G.1 Competitor Outlets within 0.8 Miles

The following equivalent public houses are located within a short walking distance of The Woolcomber:

Public House	Address	Distance
The Holywell	56a London Road, Hinckley, LE10 1HL	0.3 miles
Citizens Club	Mount Road, Hinckley, LE10 1A	0.4 miles
The Cross Keys	Hinckley Road, Burbage, LE10 2AF	0.5 miles
The Railway	Station Road, Hinckley, LE10 1AP	0.5 miles
Anchor	Church Street, Burbage, LE10 2DA	0.7 miles
Red Lion	14 Windsor Street, Burbage, LE10 2EF	0.7 miles
The Sycamores	60 Windsor Street, Burbage, LE10 2EF	0.7 miles
Chequers	Lutterworth Road, Burbage, LE10 2DN	0.8 miles
Hansom Cab	Brookfield Road, Burbage, LE10 2LL	0.8 miles

There are a number of public houses, restaurants and similar amenities located in the area surrounding the Property noted in the table above, but the following lists equivalent facilities within a short walking distance of the Woolcomber:

The Holywell, 56a London Road, Hinckley, LE10 1HL – 0.3 miles



Citizens Club, Mount Road, Hinckley, LE10 1A – 0.4 mile



The Cross Keys, Hinckley Road, Burbage, LE10 2AF – 0.5 miles



The Railway, Station Road, Hinckley LE10 1AP– 0.5 miles



Anchor, Church Street, Burbage LE10 2DA – 0.7 miles



Red Lion, 14 Windsor Street, Burbage, Hinckley LE10 2EF – 0.7 miles



The Sycamores, 60 Windsor Street, Burbage LE10 2EF – 0.7 miles



Chequers, Lutterworth Road, Burbage LE10 2DN – 0.8 miles



Hansom Cab, Brookfield Road, Burbage, LE10 2LL – 0.8 miles



G.2 Wider Competition

Search Radius	Number of Licensed Premises	Source
1 mile	36	CAMRA whatpub.com
3 miles	61	CAMRA whatpub.com

The above list is not exhaustive. The full competitor outlets list and map (originally Appendix 3 of the Everard Cole assessment) is incorporated within this Appendix. The map illustrates the significant density of licensed premises in the area surrounding The Woolcomber.

G.3 Assessment

The alternative public houses listed above provide both community wet-led offers and food-led offers, serving daytime and evening trade. They not only offer alternative public house facilities to the local community, but would also be direct competition to any party seeking to reintroduce trading at The Woolcomber.

Having regard to the above, the immediate local area surrounding The Woolcomber is adequately supplied with public houses and other licensed community amenities. There is ample provision to satisfy the requirements of the resident population, and a large number of

public houses are available within a slightly larger radius that are reasonably accessible. The permanent closure of The Woolcomber cannot credibly be characterised as a loss of amenity to the local area.



Name	Description	License Type	Owner Name	Postcode
White Bear	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 0JT
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	LE10 0JT
Princes Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 0QA
Hinckley Citizens Club	Independent Free	Registered Club	Independent Free	LE10 1AE
Railway Inn	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 1AP
Leeja Tandoori	Independent Free	Restaurant	Independent Free	LE10 1DA
Hinckley Masonic Hall	Independent Free	Registered Club	Independent Free	LE10 1EQ
Hinckley Bowling Club	Independent Free	Registered Club	Independent Free	LE10 1EX
Holywell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1HL
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
New Plough Inn	Marston's	Pubs & Full On	Marston's	LE10 1LS
Union Inn	Marston's	Pubs & Full On	Marston's	LE10 1NL
Bounty	Independent Free	Pubs & Full On	Independent Free	LE10 1NT
Weavers Arms	Marston's	Pubs & Full On	Marston's	LE10 1QE
Silchar	Independent Free	Restaurant	Independent Free	LE10 1QU
Duke Of Rutland	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1QU
Hinckley Concordia Theatre	Independent Free	Pubs & Full On	Independent Free	LE10 1RE
Hinckley Working Mens Club	Independent Free	Registered Club	Independent Free	LE10 1RE
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE10 1RJ
Black Horse	Marston's	Pubs & Full On	Marston's	LE10 1RJ
Cross Keys	Marston's	Pubs & Full On	Marston's	LE10 2AF
Anchor Inn	Marston's	Pubs & Full On	Marston's	LE10 2DA
Burbage & District Constitutional Club	Independent Free	Registered Club	Independent Free	LE10 2DE
Chequers	Wells & Co	Pubs & Full On	Wells & Co	LE10 2DN
Sycamores Inn	Marston's	Pubs & Full On	Marston's	LE10 2EF
Woolcomber	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 2PH
Burbage Liberal Club	Independent Free	Registered Club	Independent Free	LE10 2DJ
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE10 2EF
Sketchley Grange Hotel	Independent Free	Pubs & Full On	Independent Free	LE10 3HU
Bar Sub Zero	Independent Free	Proprietary Club	Independent Free	LE10 1RD
Crafty Baron Hinckley	Elmesthorpe Brewery Co	Pubs & Full On	Elmesthorpe Brewery Co	LE10 0AZ
Windsor Tiffin	Independent Free	Restaurant	Independent Free	LE10 2EE
Revival	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE10 0AZ
Inferno	Independent Free	Pubs & Full On	Independent Free	LE10 1NL
Meeting Centre	Independent Free	Pubs & Full On	Independent Free	LE10 0LQ
Gurkha	Independent Free	Restaurant	Independent Free	LE10 1DA
7H Spices	Independent Free	Restaurant	Independent Free	LE10 0JT
Sumac	Independent Free	Restaurant	Independent Free	LE10 0BL
Bangla Pride	Independent Free	Restaurant	Independent Free	LE10 1HN
Hansom Cab	Greene King	Pubs & Full On	Greene King	LE10 2LL
Elbow Room Ale & Cider House	Independent Free	Pubs & Full On	Independent Free	LE10 1AW
Pestle & Mortar	Independent Free	Pubs & Full On	Independent Free	LE10 1DA
Prezzo	Prezzo plc	Restaurant	Prezzo plc	LE10 0QQ
Tarro Lounge	Loungers	Pubs & Full On	Loungers	LE10 0QQ
Wildwood	Tasty	Restaurant	Tasty	LE10 0QQ
Stockwells	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
Factory	Independent Free	Pubs & Full On	Independent Free	LE10 1QH
Brunchin With Carters	Independent Free	Restaurant	Independent Free	LE10 0QJ
Speakeasy At 48	Independent Free	Pubs & Full On	Independent Free	LE10 1QH

APPENDIX H

Detailed Viability Appraisal – Hypothetical Profit & Loss Account

Fair Maintainable Trade assessment and net profit calculation for The Woolcomber

H.1 Key Assumptions

Assumption	Detail
Operator type	Owner-operator couple with supplementary staff (Reasonably Efficient Operator)
Trading style	Community wet-led local with modest food offer: c.75% wet / 20% food / 5% AWP/gaming
Fair Maintainable Trade (FMT)	£245,000 per annum (net of VAT) – equivalent to c.£4,711/week
Draught/package beer volumes	120 barrels per annum (exceeds 6-year average of 96.5 barrels)
Beer tie	None assumed (free of tie)
BBPA benchmark model	'Community wet-led (c90:10, drink:food) turnover c£5,000/week' – costs adjusted for NMW/NLW/NI from April 2025
Wages	£53,900 (22% of turnover) – reflects NMW/NLW uplifts from April 2025
Owner's remuneration	£35,000 (less than NMW equivalent for 60–80 hours/week)
Capital value (pub use)	£450,000
Refurbishment capex	£40,000
Finance (7.0% over 20 years on £307,200)	£28,572 p.a.

H.2 Beer Volume and Turnover Analysis

Product	RSP/pint	£/barrel (excl. VAT)	Barrels	Turnover
Standard Lager	£4.50	£1,080.00	50.0	£54,000
Premium Lager	£5.25	£1,260.00	30.0	£37,800
Cask Ale	£4.50	£1,080.00	25.0	£27,000
Cider / Stout	£5.00	£1,200.00	12.0	£14,400
Bottled Products	£3.75	£1,537.50	3.0	£4,612
TOTAL BEER			120.0	£137,812

Beer turnover of £137,812 represents approximately 75% of total wet sales of £183,750, with the remainder comprising wines, spirits and minerals. 25% of total wet sales is assumed to be made up of non-draught products.

H.3 Hypothetical Profit & Loss Account

Income and Gross Profit

	GP%	£
Wet Trade – £183,750	61.25%	£112,547
Dry Trade – £49,000	60.00%	£29,400
Pool / AWP – £12,250	100.00%	£12,250
Total Turnover – £245,000	62.94%	£154,197

Operating Costs

Cost Item	£ per annum
Water Rates	1,500
Insurance	2,450
Licensing	500
Wages (incl. NMW/NLW April 2025 uplifts)	53,900
Utilities	14,210
Equipment Rental	245
Broadband / PDQ	1,500
Entertainment	2,940
Promotion & Marketing	4,655
Professional	3,185
Consumables	1,470
Cleaning / Waste Disposal	3,185
Sundries	3,675
Motor Expenses	1,838
Print, Paper & Stationery	1,000
Bank Charges / Credit Card	2,205
Pay TV	5,390
Repairs	6,370
TOTAL OPERATING COSTS	110,218
Fair Maintainable Operating Profit (FMOP)	£43,979

Allowances and Net Result

Allowance Item	£ per annum
Trade Inventory / Working Capital (£30,000 @ 8%)	2,400

Annual Loan & Interest Repayment (7.0% over 20 years on £307,200)	28,572
Owner's Remuneration	35,000
TOTAL ALLOWANCES	65,972
NET ANNUAL PROFIT / (LOSS)	(£21,993)

H.4 Conclusion

The viability appraisal demonstrates a net annual loss of £21,993 before depreciation deductions. This establishes that The Woolcomber is not capable of operating as a viable public house business for the following reasons:

- An REO operating the business would make a loss once property costs and owners' remuneration are accounted for. The remuneration of £35,000 adopted would equate to less than the national minimum wage, calculated against the typical 60–80 hours per week worked by publicans.
- The appraisal does not offer a party – whether private individual, entrepreneur or corporate – a financially viable or prudent proposition.
- The investment required to acquire, refurbish and reopen the property does not produce a profitable return and does not reflect the level of risk involved.
- National beer volumes are in long-term decline and the industry faces unprecedented and continuing cost increases.
- There are a sufficient number of competing businesses within a reasonable proximity radius to severely limit the opportunity for growth of turnover or profit at The Woolcomber.

H.4 Summary Finding

Fair Maintainable Trade (FMT): £245,000 per annum

Fair Maintainable Operating Profit: £43,979

Net Annual Profit / (Loss): (£21,993)

The Woolcomber is NOT economically viable as a public house.

This conclusion is consistent with the marketing outcome: no viable offer for continued pub use was received despite 2+ years of combined leasehold and freehold marketing.

APPENDIX I

UK Quarterly Beer Barometer								
4th Quarter 2019								
Moving annual total beer sales ('000 barrels)								
Total sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	35,464	-0.6%	35,503	1.5%	35,052	-1.0%	34,572	-3.5%
2001	34,531	-2.6%	34,432	-3.0%	34,473	-1.7%	34,627	0.2%
2002	34,953	1.2%	35,287	2.5%	35,201	2.1%	35,141	1.5%
2003	35,052	0.0%	35,033	0.0%	35,483	0.0%	35,500	1.0%
2004	35,771	2.0%	35,969	2.7%	35,495	0.0%	35,641	0.4%
2005	35,413	-1.0%	35,015	-2.7%	35,215	-0.8%	34,902	-2.1%
2006	34,778	-1.8%	35,191	0.5%	34,596	-1.8%	34,448	-1.3%
2007	34,265	-1.5%	33,600	-4.5%	33,558	-3.0%	33,155	-3.8%
2008	33,144	-3.3%	32,790	-2.4%	32,213	-4.0%	31,482	-5.0%
2009	30,961	-6.6%	30,543	-6.9%	30,503	-5.3%	30,214	-4.0%
2010	29,927	-3.3%	30,225	-1.0%	29,514	-3.2%	29,150	-3.5%
2011	29,003	-3.1%	28,272	-6.5%	28,492	-3.5%	28,477	-2.3%
2012	28,412	-2.0%	27,984	-1.0%	27,548	-3.3%	27,031	-5.1%
2013	26,871	-5.4%	26,530	-5.2%	26,898	-2.4%	26,999	-0.1%
2014	26,848	-0.1%	27,419	3.4%	27,085	0.7%	27,090	0.3%
2015	27,047	0.7%	26,667	-2.7%	26,994	-0.3%	26,970	-0.4%
2016	26,913	-0.5%	27,026	1.3%	26,790	-0.8%	26,723	-0.9%
2017	26,905	0.0%	26,977	-0.2%	26,849	0.2%	26,916	0.7%
2018	26,947	0.2%	27,149	0.6%	27,419	2.1%	27,683	2.8%
2019	27,766	3.0%	27,603	1.7%	27,897	1.7%	27,984	1.1%

On-trade sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	24,281	-3.1%	24,018	-3.2%	23,671	-4.4%	23,358	-4.7%
2001	23,134	-4.7%	22,961	-4.4%	22,794	-3.7%	22,763	-2.5%
2002	22,811	-1.4%	22,725	-1.0%	22,552	-1.1%	22,333	-1.9%
2003	22,165	0.0%	22,013	0.0%	21,981	0.0%	21,890	-2.0%
2004	21,821	-1.5%	21,796	-1.0%	21,621	-1.6%	21,513	-1.7%
2005	21,381	-2.0%	21,064	-3.4%	20,935	-3.2%	20,729	-3.6%
2006	20,499	-4.1%	20,466	-2.8%	20,145	-3.8%	19,942	-3.8%
2007	19,770	-3.6%	19,423	-5.1%	19,166	-4.9%	18,737	-6.0%
2008	18,389	-7.0%	17,876	-8.0%	17,506	-8.7%	17,048	-9.0%
2009	16,818	-8.5%	16,634	-6.9%	16,451	-6.0%	16,256	-4.6%
2010	15,951	-5.2%	15,714	-5.5%	15,430	-6.2%	15,135	-6.9%
2011	15,075	-5.5%	14,980	-4.7%	14,894	-3.5%	14,925	-1.4%
2012	14,766	-2.1%	14,576	-2.7%	14,379	-3.5%	14,166	-5.1%
2013	13,997	-5.2%	13,773	-5.5%	13,737	-4.5%	13,690	-3.4%
2014	13,600	-2.8%	13,677	-0.7%	13,610	-0.9%	13,537	-1.1%
2015	13,469	-1.0%	13,322	-2.6%	13,306	-2.2%	13,230	-2.3%
2016	13,218	-1.9%	13,153	-1.3%	13,035	-2.0%	12,933	-2.2%
2017	12,836	-2.9%	12,831	-2.4%	12,710	-2.5%	12,637	-2.4%
2018	12,684	-1.2%	12,579	-2.0%	12,628	-0.6%	12,730	0.7%
2019	12,707	0.2%	12,616	0.3%	12,682	0.4%	12,632	-0.8%
Off-trade sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	11,183	5.3%	11,484	12.9%	11,381	6.9%	11,215	-0.9%
2001	11,397	1.9%	11,471	-0.1%	11,679	2.6%	11,864	5.8%
2002	12,143	6.5%	12,562	9.5%	12,649	8.3%	12,808	8.0%

2003	12,888	0.0%	13,020	0.0%	13,502	0.0%	13,610	6.3%
2004	13,949	8.2%	14,174	8.9%	13,874	2.8%	14,128	3.8%
2005	14,032	0.6%	13,951	-1.6%	14,279	2.9%	14,173	0.3%
2006	14,278	1.8%	14,725	5.6%	14,451	1.2%	14,506	2.4%
2007	14,496	1.5%	14,177	-3.7%	14,391	-0.4%	14,418	-0.6%
2008	14,755	1.8%	14,915	5.2%	14,707	2.2%	14,434	0.1%
2009	14,143	-4.2%	13,909	-6.7%	14,052	-4.5%	13,958	-3.3%
2010	13,976	-1.2%	14,512	4.3%	14,084	0.2%	14,015	0.4%
2011	13,928	-0.3%	13,293	-8.4%	13,598	-3.5%	13,552	-3.3%
2012	13,646	-2.0%	13,409	0.9%	13,169	-3.2%	12,866	-5.1%
2013	12,875	-5.7%	12,757	-4.9%	13,161	-0.1%	13,308	3.4%
2014	13,248	2.9%	13,742	7.7%	13,475	2.4%	13,553	1.8%
2015	13,578	2.5%	13,345	-2.9%	13,688	1.6%	13,740	1.4%
2016	13,694	0.9%	13,873	4.0%	13,756	0.5%	13,790	0.4%
2017	14,070	2.8%	14,146	2.0%	14,139	2.8%	14,280	3.6%
2018	14,264	1.4%	14,570	3.0%	14,791	4.6%	14,953	4.7%
2019	15,059	5.6%	14,987	2.9%	15,216	2.9%	15,352	2.7%

Footnote Sources:

- [1] <https://www.morningadvertiser.co.uk/Article/2022/08/23/Three-quarters-of-pubs-likely-to-close-in-energy-crisis>
- [2] Morning Advertiser 19th July 2023
- [3] Propelinfo.com 30/09/25
- [4] PropelInfo.com 01/04/26
- [5] www.pricebailey.co.uk
- [6] Hospitality Market Monitor from AlixPartners and CGA by Nielsen IQ
- [7] <https://www.alixpartners.com/insights/102kyj3/hospitality-market-monitor-hospitality-shrinks-in-first-half-of-2025-asgovernm/>
- [8] Propel newsletter 26/01/26
- [9] Morning Advertiser 01/05/26
- [10] <https://hinckleyandbosworth.camra.org.uk/viewnode.php?id=135949>
- [11] hinckleyandbosworth.camra.org
- [12] ons.gov.uk