

THE POT KILN

COUNTRY PUB & GAME RESTAURANT



INVESTMENT PARTICULARS

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Pot Kiln Ltd, Pot Kiln Lane, Frilsham, West Berkshire RG18 0XX England / WWW.POTKILN.CO.UK

Premises Particulars Summary

Conservation Area Of Outstanding Natural Beauty



Two AA Rosettes Restaurant Award



LOCATION - The Pot Kiln Est. 2005 is located in the heart of West Berkshire countryside near Yattendon. Its one-acre site it is surrounded by woodland and agricultural land yet conveniently positioned to the M4, twenty minutes from Reading and one hour from London, Bath and Southampton.

TENURE / FIXTURE & FITTINGS - Two freehold properties are eligible for small business rates relief. All fixtures and fittings are owned by the business that has Class A4 Use.

TRADING INFORMATION - The Pot Kiln Ltd and Property Partnership Accounts available on request with turnover shown at £560,000 net for the year ending December 2016.

STRATEGIC PARTNERS - London's Michelin Star **Harwood Arms game restaurant**, Henley Regatta's **Wild Fork** hospitality-company and the local **Downland Deer Park** - all founded by the Pot Kiln Property Partnership.

PROPERTY DESCRIPTION - An 18th century two-storey detached property with original facade and single storey extension to the side of the property. The ground floor has a restaurant area with approximately 60 covers between the Bar and Restaurant. There are substantial gardens with seating for up to 150 people to the front side and rear.

ACCOMMODATION - Four double rooms arranged over the first floor. Separate residential cottage to rear of property consists of three double rooms and one single room.. When required some rooms are used by staff. Energy rating is E

CAR PARKING - Spaces for 35 to 40 vehicles to the South, North and East of the property.

LIVE EVENTS - Wedding and Civil Partnership licence now attainable following Planning Approval for Guest Rooms and landscaping of the extensive gardens and outbuildings.

PLANNING PERMISSION - Planning Permission granted 31 Jan 17 for Guest Accommodation and Main Pub extension. Planning Statement and scaled drawings available by request. Case Number: 16/02795/FUL.

LICENSING CERTIFICATES - Premises Licence permits the sale of alcohol Monday to Sunday 10.00 to 23.00. An Energy Performance Certificate is available upon request.

CUSTOMER DATABASE - Opportunity to exploit 3800 active records and pitch Country Club Membership to exclusive cultural events at The Pot Kiln, The Harwood Arms and The Wild Fork hospitality enclosure during the Henley Regatta. London's Ronnie Scotts Jazz Club has invited The Pot Kiln to explore a Strategic Partnership to mutually exploit and share customer records.

VIEWING - Only by written appointment with the Managing Partner, Francis Rockliff - Email francisrockliff@potkiln.org.

THE HARWOOD



SITE OF HISTORIC
BRICK WORKS

3 FREEHOLD PROPERTIES / ONE ACRE / 15MIN TO M4 / LONDON 1HR / PLANNING FOR 12 GUEST ROOMS

Sunday Times 2017 Guide of UK Top 100 Restaurants

Judging Team - Jamie Oliver / AA Gill / Antonio Carluccio / Nick Jones – Soho House



EXPANSION POTENTIAL

PLANNING PERMISSION GRANTED TO DEVELOP AND EXPAND BUSINESS TO INCLUDE 10 GUEST ROOMS, RESTAURANT EXTENSION FOR 20 EXTRA COVERS, WEDDING HIRE AND COUNTRY CLUB MEMBERSHIP

FOOD - Exceptional SERVICE - Good AMBIANCE - Very Good
Harden's Restaurant Guide - August 2016



RURAL CHIC DINING

FOLLOWING PLANNING APPROVAL, THE POT KILN IS NOW POSITIONED TO EVOLVE ITS DINING WITHIN A 'RURAL CHIC' LANDSCAPED DESIGN INTERPRETING ITS RUSTIC AND ENVIRONMENTAL HERITAGE

Serving free range produce and local wild game

The Pot Kiln uses hunter-gatherer producers wherever possible



FIELD TO PLATE
CULTURE

SPENDING IN RESTAURANTS AND AT HOTELS AT A FIVE-YEAR HIGH (OFFICE FOR NATIONAL STATISTICS) AND WITH A LOYAL FOLLOWING ESTABLISHED CONTINUED GROWTH IS ENSURED

Rated number six in the UK's top ten pubs

The Sunday Times 2016



UK TOP FIFTY GASTRO
PUB AWARD



WEST BERKSHIRE BREWERY, FOUNDED A QUARTER OF A CENTURY AGO ON THE POT KILN SITE CONTINUES TO BREW THE PUB'S EXCLUSIVELY BRANDED POT KILN BITTER.



Business Particulars

A transferable going-concern ready for expansion after 12 years of profitability

CURRENT BUSINESS

YEAR END 2014

Restaurant & Bar Sales	£510,948
Gross Profit	<u>£329,199</u> (64.42%)
Adjusted Net Profit	£104,996 (16.73%)

YEAR END 2015

Restaurant & Bar Sales	£502,191
Gross Profit	<u>£304,250</u> (60.58%)
Adjusted Net Profit	£84,006 (16.73%)

YEAR END 2016

Restaurant & Bar Sales	£550,171
Gross Profit	<u>£363,024</u> (65.91%)
Adjusted Net Profit	£91,226 (16.56%)

Adjusted net profit follows adding back Depreciation, Directors' Salaries, NI and Personal Expenses, Rent to Partners' Property Partnership, Hire of Equipment and Accountancy rounded down to £5000 p.a. Full year end Accounts available on request.

BUSINESS PLAN - to double turnover within two years

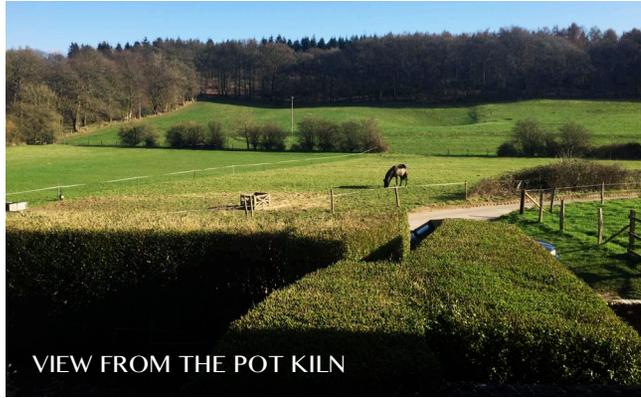
1. Extension of the main building to increase Restaurant covers from 60 to 80 covers
2. Renovation of out buildings and first floor of pub to provide 12 Guest Rooms for 24 Guests
3. Landscaping of gardens to include under cover Outdoor Dining and Venue Hire for Weddings and Private Functions
4. Production of seasonal indoor and outdoor Entertainment and Live Events
5. Pitching of Private & Corporate Club Memberships to the 3800 customer database of active records – potential annual yield from monthly £10 subscription circa £450,000.

SCOPE FOR EXPANSION

BUSINESS PLAN BASED ON LAST THREE YEARS' TRADING AND FOLLOWING A POSITIVE PRESENTATION TO A MAJOR PUB GROUP WITH OVER 200 YEARS OPERATING EXPERIENCE

The Pot Kiln Market

Featured by The Daily Mail as the pub with the prettiest walks in the UK, The Pot Kiln attracts a local, national and international market of long-standing regulars including the British Royal Family



VIEW FROM THE POT KILN



WALK FROM THE POT KILN

INTRIGUING MIX OF CUSTOMERS including Saudi Crown Princes, Barnie the Thatcher, Top Gear Presenters (James May), Master Chef Producers, Singers Cat Stevens & Mick Hucknall, Guardian Food & Drink Editor, Matthew Fort, TV Host, Chris Tarrant, Ronnie Scotts owner, Michael Watt, and the Duke and Duchess of Cambridge whose family are neighbours.

FREQUENT CORPORATE CLIENTS among many include Vodafone, Honda, Bayer, Pepsico, Microfocus, Price Waterhouse and BP.

LONDON ONE HOUR and Guest Rooms imminent negotiations are underway to establish reciprocal alliances with two London based Michelin Star restaurants, The Harwood Arms and The Ledbury together with the Ronnie Scotts and the Chelsea Arts clubs.



AREA OF OUTSTANDING
NATURAL BEAUTY

WITH AN ESTABLISHED NATIONAL AND INTERNATIONAL REPUTATION FOR RUSTIC DINING AND SCENIC WALKS, NEW GUEST ROOMS WILL INTENSIFY EXPLOITATION OF THE TOURIST AND WEDDING MARKET



Business Expansion Summary

Cumulative profits forecast at £600,000 over three years excluding untested exploitation of potential Country Club Membership concept – detailed Business Plan available on request

FIVE YEAR SUMMARY	Year 1	Year 2	Year 3	Year 4	Year 5	
SALES						
Restaurant & Bar	600,000	600,000	660,000	726,000	798,600	
Guest Rooms	79,170	237,510	261,261	287,387	316,126	
Venue Hire	25,000	50,000	60,000	72,000	86,400	
	£704,170	£887,510	£981,261	£1,085,387	£1,201,126	
Cost of Sales	239,751	305,253	335,778	369,356	406,292	
GROSS PROFIT	£464,419	£582,257	£645,483	£716,031	£794,834	
Overheads	314,666	370,501	407,551	448,306	493,136	
ANNUAL PROFIT	£149,754	£211,757	£237,932	£267,725	£301,698	
Conversion to Profit Percentage	21.3%	23.9%	24.2%	24.7%	25.1%	
CUMULATIVE PROFITS	£149,754	£361,510	£599,442	£867,168	£1,168,865	
INVESTOR RETURNS						
Return on 35% Stake	£52,414	£74,115	£83,276	£93,704	£105,594	£409,103

MANAGING THE EXPANSION

THE MANAGING PARTNER, FRANCIS ROCKLIFF, HAVING PROJECT-MANAGED THE PLANNING APPLICATION AND WRITTEN THE BUSINESS PLAN, IS NOW COMMITTED TO HEADING THE BUSINESS' EXPANSION – PROFESSIONAL CURRICULUM AVAILABLE.

Planning approval for guest rooms and private events

Wedding and Civil Partnership Licence now attainable



NEW BUSINESS FROM
VENUE HIRE

WITHOUT PROMOTION HALF A DOZEN WEDDING AND EVENT ENQUIRIES HAVE BEEN RECEIVED FOR 2017 AND PLANS NOW UNDERWAY TO EXPLOIT THE £10 BILLION WEDDING SECTOR

Business Development Potential

Venue Hire / Guest Rooms / Club Membership (marketing analysis underway)



WEDDINGS HIRE RATE £5 100 per day	ANNUAL SALES	MONTHLY SALES	WEEKLY SALES
1 PER MONTH	£61,200	£5,100	£1,177
2 PER MONTH	£122,400	£10,200	£2,354
3 PER MONTH	£183,600	£15,300	£3,531
4 PER MONTH	£244,800	£20,400	£4,708

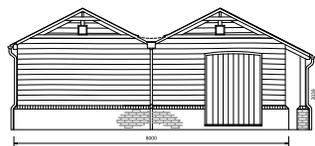
ACCOMMODATION TARIFF £145 PER ROOM	75% LET	50% LET	25% LET
RESERVATIONS	5	3	2
DAILY INCOME	£653	£435	£218
WEEKLY INCOME	£4,568	£3,045	£1,523
MONTHLY INCOME	£19,836	£13,224	£6,612
ANNUAL SALES	£238,032	£158,688	£79,344

**GUEST ROOMS WITH
PRIVATE GARDENS**

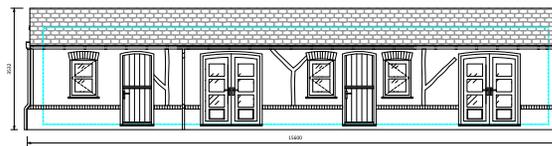
ACCOMMODATION TABLE IS FOR SIX ROOMS WITH PRIVATE GARDENS AND EXCLUDES SALES FROM LOWER TARIFF STANDARD ROOMS SITUATED ABOVE THE MAIN PUB AND SUITABLE FOR RAMBLERS

Renovation of Brick Store & Cottage to Guest Accommodation

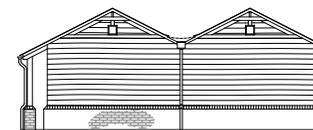
Renovation of dilapidated 18th century brick store for erection of six en-suite guest rooms



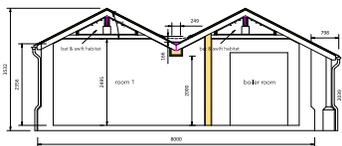
SOUTH ELEVATION



WEST ELEVATION



NORTH ELEVATION



SOUTH SECTION

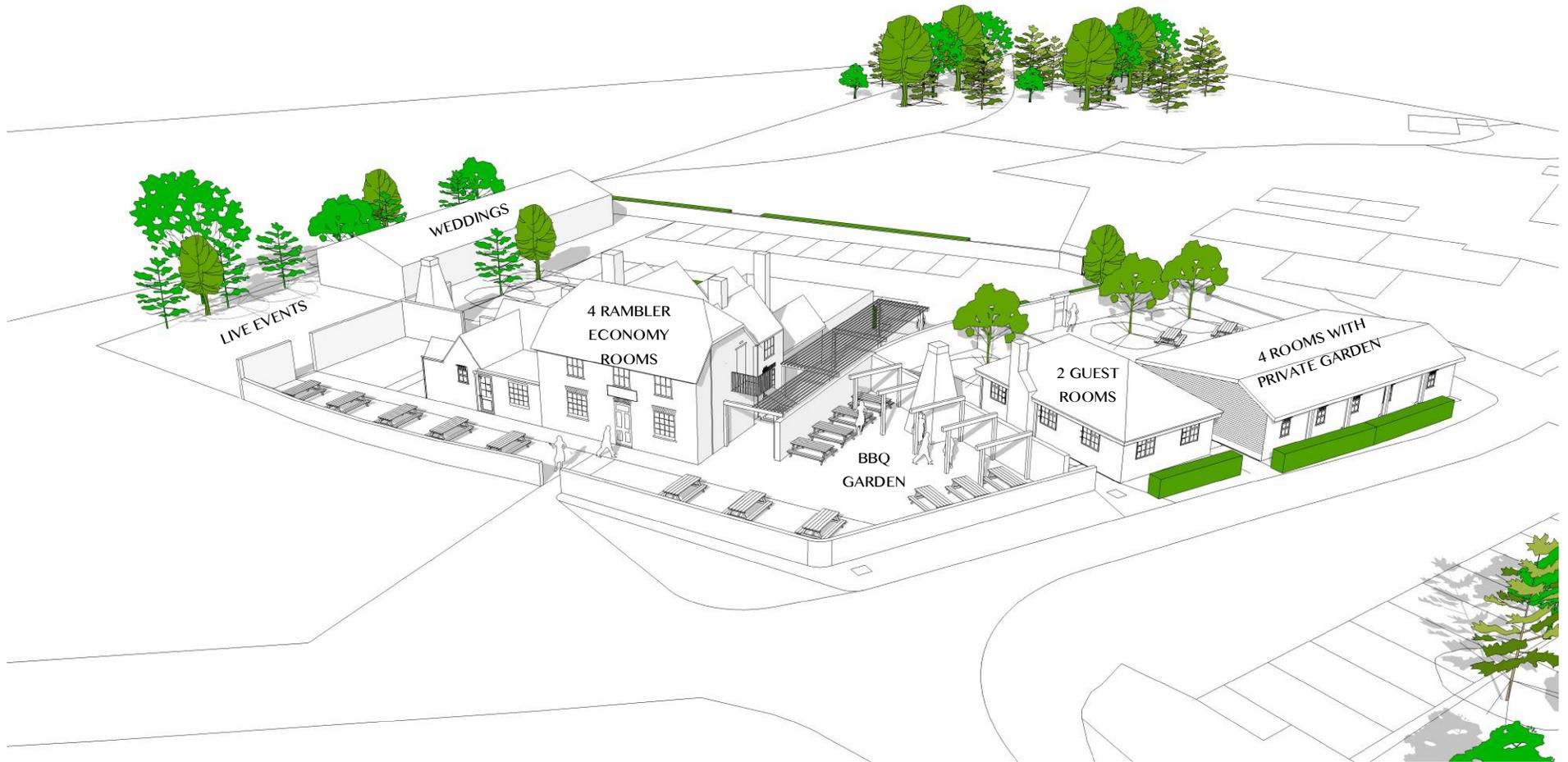


VICTORIAN BRICK WORKERS
COTTAGE DESIGN

DESIGN BASED ON VICTORIAN BRICK WORKERS SOCIAL CLUB AND FAMILY HOUSING
RECORDED AT A BRICK KILN SITE IN NEIGHBOURING UPPER BASILDON

Environmental Landscaping – Schematic View

A country garden and orchard design of wild flowers, plants, vegetables, herbs and fruit



Development Draft Budget

David Padmore Associates - Architectural & Structural Consultant / DRS Building Solutions Yattendon, West Berks



SPACE DESCRIPTION	Total Square Metres	Construction Cost per m2	Budget
		£	£
BRICK STORE NEW BUILD X 4 GUEST ROOMS	124	1,452	180,048
COTTAGE REURBISHMENT X 2 GUEST ROOMS	50	800	40,000
MAIN PUB - REAR EXTENSION / 1ST FLOOR CONVERSION X 4 RAMBLER ROOMS	97	1,440	139,680
GARDEN LANDSCAPING	1.2 acres		30,000
DRAFT CONSTRUCTION BUDGET			£389,728

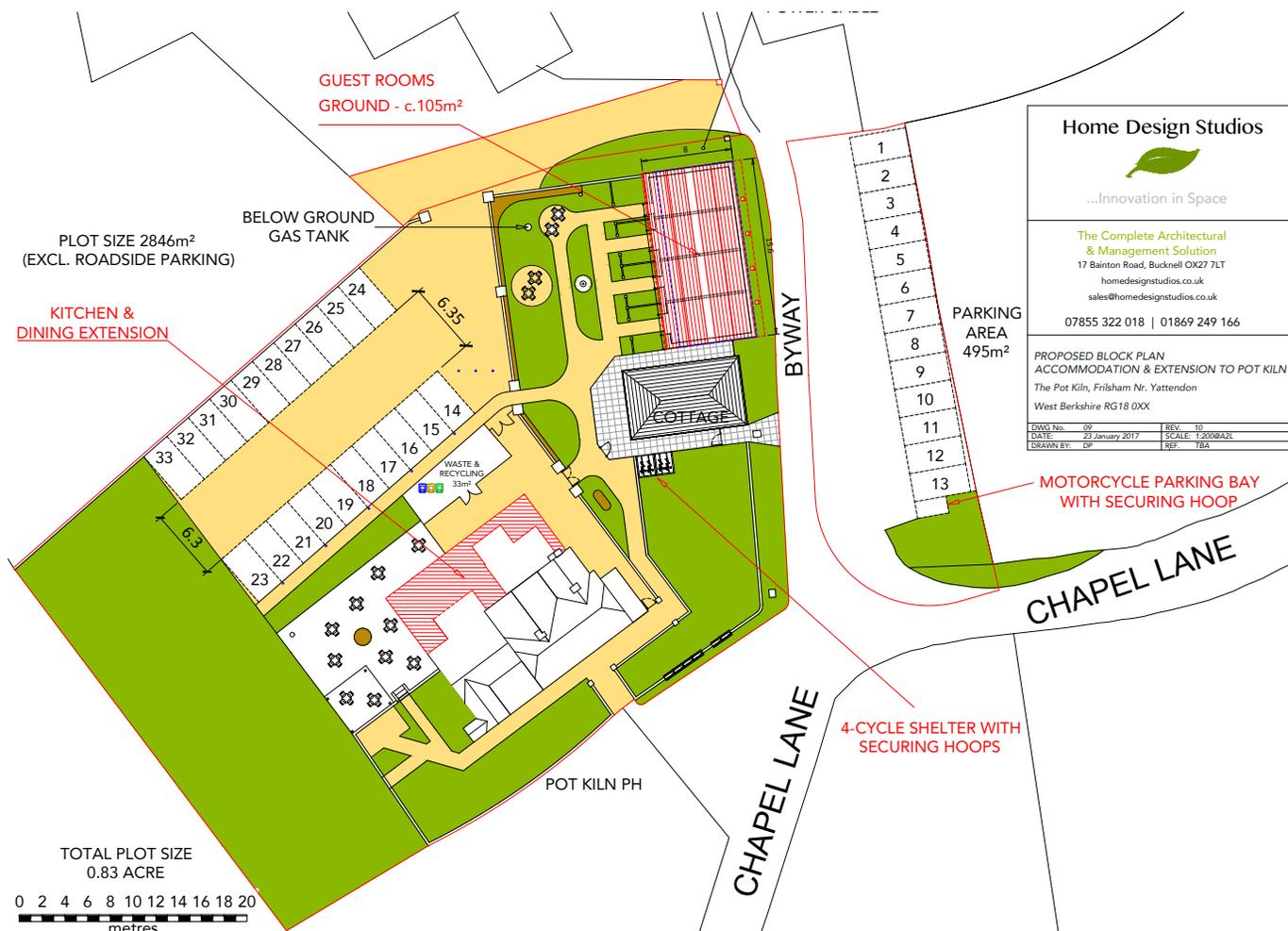
SYMPATHETIC TO
THE HERITAGE

DESIGN REMIT TO REPLICATE EXTERNAL MATERIAL FINISHES FOUND IN NEIGHBOURING STRUCTURES AND BASED ON SITE'S VICTORIAN POT & BRICK KILNS AND 20TH CENTURY BREWING HISTORY



Approved Block Plan

Conserving and enhancing an Area Of Outstanding Natural Beauty



PLANNING RATIONALE

APPROPRIATE LIMITED DEVELOPMENT WITH A FOCUS THAT ADDRESSES IDENTIFIED COMMERCIAL NEEDS AND THE MAINTENANCE OF THE POT KILN AS A SIGNIFICANT PART OF THE RURAL ECONOMY.



THE POT KILN

COUNTRY PUB & GAME RESTAURANT

‘Alongside Rules Restaurant and the Harwood Arms in London

The Pot Kiln is one of Britain’s finest game restaurants.’

Britain’s Finest - October 2016

These particulars are intended to give a fair and substantially correct overall description for the guidance of intending investors and do not constitute an offer or part of a contract. Prospective interested parties ought to seek their own professional advice.