

PLOUGH AHEAD  
LONGPARISH



Private house or community pub?

PUB VIABILITY ASSESSMENT  
FOR  
THE PLOUGH INN  
LONGPARISH

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# The Plough Inn – Longparish

## 1 Introduction

- 1.1 A number of concerned residents of Longparish have joined together to form a steering group to protect the Plough Inn as a Public House. This group believes strongly that there is a continuing need by the community in Longparish for the Plough Inn as a community asset and that the business is still commercially viable. This latter point is especially true now the business has been sold freehold, where under dedicated local management and operated with full freedom it could fully explore its potential.
- 1.2 This report has been written in light of the policy pronouncements by the Government seeking ways to boost trade at public houses and stem the closure of public houses, and the support for the retention of community facilities contained in the National Planning Policy Framework. It also has regard to the relevant local plan policy. The report uses the Campaign for Real Ales' (CAMRA) Public House Viability Test when dealing with potential public house closures. This report will demonstrate through answering the questions presented in this test that the Plough Inn should be considered a viable business and allowed the opportunity to operate as such.
- 1.3 Pubs are very important. They play a variety of roles: they help create cohesion and local character; they contribute to the local economy and provide an important focal point for local communities. Unfortunately, too many are closing their doors for good – current figures show around 15 pubs close every week. The reasons behind these closures are not as simple as a badly-run business or a changing marketplace; there are many external factors and pressures which have a bearing on pub survival. Soaring property prices can tempt owners to seek to extract value from the property, but by doing so they are siphoning money out of the local economy and damaging community wellbeing and cohesion. Many of the pubs that have called last orders for the final time could have continued serving their local communities if only they were in the right hands. Pubs have the ability to adapt and cater for changing lifestyles while still remaining at the heart of the community but, like any small business, they need support, investment and protection.
- 1.4 Paragraph 70 of NPPF states that planning policies and decisions should guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day to day needs. This document and its supporting documents will clearly demonstrate that to grant change of use for the Plough Inn would result in an unnecessary and significant loss to the Longparish community. The report will also demonstrate that there are numerous opportunities for The Plough Inn to be commercially viable and continue to be run as a public house.

TVBC's Adopted Local Plan 2011-2029 includes Planning and Access Design Statement Policy concerning change of use (loss) of a public house. Policy COM14 states that change of use will be permitted if it can be demonstrated that:

- a) the use is no longer or cannot be made commercially viable; or*
- b) the building can no longer provide suitable accommodation; or*
- c) is no longer needed for the existing use.*

This document will demonstrate that none of these statements can reasonably be applied to the Plough Inn.

1.5 In order to fully demonstrate that the Plough Inn is viable as a public house it is intended to use The CAMRA Public House Viability Test. Applicants hoping to change the use of a pub will very often claim that the pub is "not viable", meaning that no licensee could reasonably be expected to make a living from it. The applicants might claim the area has too many pubs, the premises are too small, the catchment area is not large enough and so on. It can often be difficult to evaluate whether these claims are well founded or not. What CAMRA has provided is a standard, objective test based on a set of criteria to enable informed judgements to be made on a case-by-case basis.

1.6 This report follows the format of the Public House Viability Test produced by CAMRA. The CAMRA Public House Viability Test sets out the considerations when assessing the continuing viability of a pub business :-

Assessing Trade Potential – population density, visitor potential, competition, flexibility of the site, parking, public transport and multiple use

Competition Case Studies – what are the factors contributing to the success of profitable public houses in the area?

The Business at Present – how has the business been run and what efforts have been made to achieve profitability?

The Sale – how was the public house offered for sale and at what price?

1.7 This report illustrates that with the right management the Plough Inn offers the potential to be run as a rural pub promoting local fare for both food and drink. It also offers potential to provide rooms for paying guests with scope for further expansion in the grounds. The Plough has scope to provide a community hub located centrally in the village, delivering a range of services for community groups and to the wider community. Its location also offers potential to be a destination pub for neighbouring villages and towns, plus even further afield. Although there is another pub elsewhere in the village, there is room for differentiation and there are examples of nearby villages with similar or smaller populations successfully supporting more than one public house.

## Assessing Trade Potential

### 2.1. Population Density

*The 2011 Census indicates the population of Longparish as being 716  
The 2016 Hampshire County Council Small Area Population Forecast  
estimates the population to be 732, with a projection to fall to 692 by 2021*

### 2.2. What is the location of the pub? Village, suburban, urban, town centre, or isolated countryside?

*The Plough Inn is located in the Middleton Area of the village of Longparish.*

### 2.3. What is the catchment area of the pub?

*The Plough Inn is centrally located in the village with the majority of the population located within 1km walking distance. The Test Way long distance path passes through the grounds of the Plough. It is also on a very popular cycle route, and during the summer months car and motor cycle rallies pass by the pub. It is sited one mile away from the A303 for traffic passing to and from the west country. The service station just before the Longparish junction with the A303 is often full to capacity during peak times. It has previously proved to be a popular destination pub with visitors from neighbouring villages and towns, as well as further afield.*

### 2.4. How many adults live within a one mile radius?

*Estimate – 575. The 2016 Hampshire County Council Small Area Population Forecast estimates the number of adults living in Longparish to be around 580 (i.e. 80% of the population). Most of the residential area of Longparish lies within one mile of the Plough Inn.*

### 2.5. In rural areas, how many adults live within a ten mile radius?

*The towns of Andover (pop. 47,000), Whitchurch (pop. 9,000) and part of the city of Winchester (pop. est. 30,000). Numerous villages are located within a 10 mile radius, including Barton Stacey, Hurstbourne Priors and Wherwell,*

### 2.6. Are there any developments planned for the area? Industrial, residential, strategic projects?

*There are some significant new residential developments including Picket Twenty (1200 new homes with no pub) in Andover, just 2.5 miles away from the Plough and Barton Farm (2000 new homes) north of Winchester – under 15 minutes journey by car.*

## 2.7. Is there daytime working population?

*There is a limited working population in Longparish. Harewood Industrial Estate lies just to the south with a small number of offices and workshops. Raymond Brown waste recycling is also located close to the village with a small number of employees on site. There is however an increasing trend for home working and Longparish is no exception to this although there are no estimates available for how many that might be.*

## 3 Customer Potential

### 3.1. Does the pub act as a focus for community activities? Sports teams, social groups, local societies, community meetings etc?

*The pub is currently closed for business. In recent years the Plough Inn has been a venue for the following community activities :-*

*Live music events.*

*Quiz nights*

*Sponsored a local quiz team*

*Taken part in events which raise money for local charities*

*Meetings for a local business community group*

*Cribbage and other similar team-based games*

*Coffee mornings for parents and guardians taking their children to the nearby village school.\**

*Active supporter for community events, incl. the annual village fete, and Christmas activities: carols, Santa run, mummer's play.*

*Private events and parties*

### 3.2. Is the pub in a well visited/popular location? Is it in a picturesque town or village, on a canal/river side, on a long distance footpath, or on a cycle route?

*Longparish is a picturesque village situated in the scenic Test Valley. The Test River runs through the length of the village. The area is popular with walkers and bird watchers, along with people visiting the area for fishing and shooting. The Test Way long distance path passes through the grounds of the Plough Inn. The road passing through the village is popular with cyclists and motor rallies. It is also close to the A303/A34 for potentially attracting passing traffic.*

### 3.3. Does the pub appeal to those who regularly drive out to pubs?

*When it was open the Plough proved to be a popular destination pub. It was the first point of contact for a number of residents who subsequently chose to move into the village.*

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*\* Until it was closed following the sale of the property, the car park was used by school and pre-school. Since then there has been great pressure on other nearby car parking facilities*

### 3.4. Is tourism encouraged in the area?

*National tourist attractions within 30 minutes drive include Stonehenge, Winchester Cathedral, Highclere Castle, NT Mottisfont and local attractions include the Hawk Conservancy, Bombay Sapphire factory, Whitchurch Silk Mill. A nearby holiday cottage 'Turbine Barn' has a very high booking and occupancy rate.*

### 3.5. Has the pub ever been included in any visitor or tourist guide?

- *Waitrose Good Food Guide - Winner best pub 2013 + Finalist 201,*
- *Listed for three consecutive years in Budweiser Budvar Top 50 Gastropubs (Placed 4<sup>th</sup> in 2015)*
- *Listed as a place to stop for refreshments in Test Way walk literature (produced by Hampshire CC and TVBC)*
- *Mentioned as a "must stop" in Hampshire Life magazine – 2015*
- *Mentioned in 'Exploring Longparish' - village footpaths leaflet written by the parish council.*

## 4 Competition

- 4.1. In rural areas, how many pubs are there within a one mile radius and within a five mile radius?

***Within 1 mile radius\****

*The Cricketers (0.6 miles)*

***Within 5 miles radius\****

*Rural Pubs (14)*

*The Swan Inn, Barton Stacey (1.8 miles)*

*Wyke Down (2.7 miles)*

*The White Lion Inn Wherwell (3.1 miles)*

*Abbots Mitre Chilbolton (3.1 miles)*

*The Coach and Horses Sutton Scotney (3.5 miles)*

*Bourne Valley Inn St Mary Bourne (3.7 miles)*

*George Inn St Mary Bourne (4 miles)*

*The Wonston Arms (Freehouse village pub) Wonston (4.1 miles)*

*Mayfly Inn Testcombe (4.1 miles)*

*The Royal Oak Goodworth Clatford (4.2 miles)*

*The Oak Smannell (4.3 miles)*

*Clatford Arms Goodworth Clatford (4.3 miles)*

*Crook and Shears Upper Clatford (4.5 miles)*

*Watership Down Inn Freefolk (4.6 miles)*

*Urban Pubs (25)*

*Queen Charlotte Inn, Picket Twenty Andover (3.2miles)*

*Bell Inn Whitchurch (3.2 miles)*

*Arkells Bar Whitchurch (3.3 miles)*

*The White Hart Hotel Whitchurch (3.3 miles)*

*Kings Arms Whitchurch (3.3 miles)*

*The Red House Whitchurch (3.5 miles)*

*Swallow Andover (3.5 miles)*

*The Prince Regent Whitchurch (3.7 miles)*

*The Lardicake Andover (3.8 miles)*

*Plush Lounge Bar Andover (3.9 miles)*

*The Foresters Arms Andover (3.9 miles)*

*The Redbridge Andover (3.9 miles)*

*Southampton Arms Andover (3.9 miles)*

*John Russell Fox Andover (4 miles)*

*The Angel Inn Andover (4 miles)*

*The Globe Inn Andover (4 miles)*

*Redbridge Andover (4 miles)*

*White Hart Andover (4 miles)*

*The Angel Inn Andover (4 miles)*

*The Town Mills Andover (4.1 miles)*

*Station Inn Andover (4.1 miles)*

*Merlin Andover (4.4 miles)*

*Magic Roundabout, Andover (4.4 miles)*

*Anton Arms Andover (4.6 miles)*

*The Malt House Andover (4.7 miles)*

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\* Distances shown are 'as the crow flies' – journey distance by road will be higher.



4.2. In urban areas, how many pubs are there within reasonable walking distance?

*The Plough Inn is located within a rural village with one other pub, the Cricketers Inn. Longparish is a classic example of a series of linear settlements which have joined up to become one village, without an obvious centre. Originally four distinct hamlets along a three mile stretch of road it became known as Longparish – one settlement – in around the 16th century. Various planning studies show the average “reasonable” walking distance to amenities in a rural environment is around 1km. The Plough Inn is centrally located with the majority of the population located within 1km walking distance. The only other pub in Longparish, the Cricketers is located in the northern part of the village 900 metres from the Plough Inn. The walking routes between the two pubs are either along an unlit road without a pedestrian footpath, or along a path (known locally as ‘the Spinal Path’) which includes walking in part through open fields.*

4.3. Bearing in mind that people like a choice, does the pub, by its character, location, design, potentially cater for different groups of people from those of its nearest competitor(s)?

*The Plough Inn has potential to differentiate from its nearest competitor, Cricketers Inn. Key areas for differentiation include the scope for providing accommodation, its immediate proximity to the Test Way, larger kitchen facilities and potential dining area, freedom of choice for drinks (e.g. local craft beers, wines and spirits). Longparish is surrounded by high quality local producers including Bere Mill and Middleton Estate, high quality vineyards at Cottonworth and Danebury, plus a soon to open gin distillery in Longparish. Supporting local drinks producers is not an option available to a tied pub like the Cricketers. There is scope to develop outbuildings for community use or further accommodation. It also has potential to target walking and cycling communities, which while not a unique capability is an area not presently targeted by the Cricketers. The current tenant at the Cricketers recently commented in a public forum -*

*“There is plenty of scope for two pubs in the village with different offerings. We were put into the Cricketers by Wadworth because we offer reasonably priced everyday pub food. The Plough can offer accommodation and gastro food if it becomes a free house, so plenty of options for two very different venues”*

4.4. If not, could the pub be developed to cater for different groups?

## 5 Flexibility of the Site

- 5.1. Does the pub/site have unused rooms or outbuildings that could be brought into use? Function rooms, store rooms etc.

*The building has four bedrooms. There is scope to convert at least two of these bedrooms into paying guest rooms (with en-suite facilities). There is an existing meeting room (4m x 6m) in one of the out-buildings along with two large storage rooms. There is potential to develop the outbuildings for other purposes in the future such as a small retail premise, or café.*

- 5.2. Is the site large enough to allow for building extensions?

*Yes. Planning permission was granted previously to replace the existing outbuildings with an accommodation block (See 5.3 TVN.3482/2)*

- 5.3. Have planning applications ever been submitted to extend/develop the pub building? If yes, when and what was the outcome?

*A number of planning applications have been made on the premises dating back as far as 1982. The planning history is listed below.*

*TVN.3482 First floor extension to form passage Permission 18.05.82*

*TVN.3482/1 Extension to car park - Permission 12.10.88*

*TVN.3482/2 Single storey rear extension to provide five overnight accommodation rooms and building up front wall to existing beer store and re-siting of shed – Permission 21.03.94 – but work not undertaken*

*TVN.3482/3 Alterations to toilets, extension to kitchen and addition of entrance lobby – Permission 27.01.94*

*TVN.CA.00074 Demolition of outbuilding at rear – Consent 23.02.94*

*TVN.CA.00074/1 Demolition of entrance lobby – Consent 21.03.94*

*Of particular interest is the previous permission obtained to provide additional overnight rooms accommodation. Although permission was granted the works did not go ahead. While previous permission in no way guarantees a similar application would be successful it clearly demonstrates that there is scope and potential to expand the number of facilities offered at the property.*

- 5.4. If planning consent was not available for building work, is any adjoining land suitable for any other use? Camping facility etc.

*The garden area is not suitable or indeed large enough for camping even if it were considered. The building is located within close proximity of a number of residential properties and there would potentially be noise issues. However, the gardens are a significant asset to the premises and have potential to be enhanced to provide a highly attractive outdoor space. The garden adjoins the village football pitch which has been used for community events in the past.*

#### 5.5. Has the pub been well maintained?

*Without access to the building this is difficult to assess. Unconfirmed reports suggest that the building will require some restorative works to the roof. It's also likely that other areas such as the heating system and general décor outside of the public areas have not been maintained. There are also reports that following the recent sale the building has been stripped of fixtures and fittings, including kitchen equipment.*

## 6 Parking

#### 6.1. Is there access to appropriate numbers of car parking spaces?

*Yes. There are approximately 40 car parking spaces to the rear of the property.*

#### 6.2. If no, is there any scope for expansion?

## 7 Public Transport

#### 7.1. Is there a bus stop outside or near the pub and/or a rail station within easy walking distance?

*There is a bus stop adjacent to the Plough Inn. However, there is only a limited bus service running during the day time only. The nearest rail station is in Whitchurch (3.5 miles)*

#### 7.2. How frequent and reliable is public transport in the area?

*The Cango C4 and C8 service between Andover, Longparish and neighboring villages stops close to the Plough Inn. It operates 3 to 4 services a day between 10am and 6pm.*

#### 7.3. Has the pub made actual/potential customers aware of any public transport services available to/from it?

*Unknown when it was trading, but unlikely in view of the infrequent service, and timings not suiting lunch time or evening trade.*

#### 7.4. Are there taxi firms in the locality?

*The nearest taxi operator is located in Barton Stacey (2 miles). There are a number of companies operating in the towns surrounding Longparish (Whitchurch, Andover, Winchester)*

#### 7.5. Has the pub entered any favourable agreements with a local taxi firm?

*There are none currently as the pub is not trading. It is unknown whether any agreements existed while it was open.*

## 8 Multiple Use

8.1. In the light of Government guidance through Planning Policy Statements what is the extent of community facilities in the local area – is there a shop, post office, community centre etc?

*Longparish is well served with community facilities. These include :-*

<i>FACILITY</i>	<i>COMMENTS</i>
<i>Village Hall</i>	<i>Refurbished in 2012 with hall, committee room and village storage area. Used by numerous regular clubs including Longparish Community Association. Nearing capacity for bookings.</i>
<i>Community Hall (School Hall)</i>	<i>Built alongside the school in 2005 as joint school hall and community facility. Available for community use outside school opening hours.</i>
<i>Shop (Londis) &amp; Post Office</i>	<i>Operated by owners who live in an adjoining property. The owners are both in their 80's and although they are committed to keeping the shop running for as long as they are physically able, it is realistic to expect that the post office and shop will be forced to close at some point in the relatively near future. There is no expectation or obligation for the owners to sell the shop, as it is closely integrated with their long-term home.</i>
<i>Cricketers Inn public house**</i>	<i>Owned and operated under a tied tenant basis by Wadworths. It has had some periods of closure during recent years. The current tenants operate with a simple menu and mainly drinks led business. The building provides no scope for rented rooms and is listed (Grade II) with limited scope for expansion or diversification.</i>
<i>Cricket ground &amp; pavilion**</i>	<i>Self contained facility only used by the Cricket Club. Outside the cricket season the cricket grounds and pavilion host the annual village church fete.</i>
<i>Football field**</i>	<i>Recreation area located immediately behind the Plough Inn</i>
<i>Primary School</i>	<i>Successful school (Ofsted rating - Outstanding) and pre-school. Target roll 105 pupils.</i>
<i>Childrens playground**</i>	<i>Outdoor play area – close to the cricket ground</i>
<i>Church</i>	<i>Grade 1 listed church which is visited by tourists and has a regular congregation</i>

*\*\* The land for this facility is privately owned. The estate owners kindly allow the village to use their land for recreational use.*

- 8.2. If the pub is the sole remaining facility within the area, is there scope for the pub to combine its function with that of a shop, post office or other community use, bed & breakfast or self-catering – especially in tourist areas?

*The Plough Inn is not the sole remaining facility as noted in 8.1. However, the shop / Post Office are at risk in the near future and the Plough offers scope to incorporate this facility if needed in the future. Although located much closer to the shop, it is unlikely the other public house in the village could be developed to take on this role. The Plough Inn has potential, with some development work, to offer Bed & Breakfast 'Inn style' accommodation.*

## 9 Competition Case Studies

- 9.1. Are there any successful pubs in neighbouring areas of similar population density?

### Villages supporting 2 public houses

*St Mary Bourne (pop\* 671)*

*Bourne Valley Inn – Free House – 9 rooms*

*George Inn – Tied (H&W) – No rooms*

*Goodworth Clatford (pop 573)*

*The Royal Oak – Tied (EI) – No rooms*

*Clatford Arms – Unknown – (traditional pub)*

### Other villages

*Barton Stacey (pop 780)*

*Swan Inn – Free House – No rooms*

*Chilbolton (pop 862)*

*Abbots Mitre – Free House – No rooms*

*Sutton Scotney (pop 858)*

*The Coach and Horses – Tied (EI Group) – 3 rooms*

*Wherwell (pop 473)*

*The White Lion Inn – Tied (Patron) – 3 rooms*

*Wonston (pop unknown <500)*

*The Wonston Arms – Freehouse (4.1 miles) – No rooms*

- 9.2. What factors are contributing to their success?

*Key factors identified for success include – friendly welcoming environment, good affordable food, quality beers, good reviews and publicity, focus on local produce, accommodation facilities where available, community support.*

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\* Population data taken from 2011 census for built up areas where available, otherwise the complete Parish.

## 10 The Business – Past and Present

Having built up a picture of the business potential of the pub, it may be relevant to question why the pub is not thriving and why the owners are seeking change of use.

### 10.1. Is the business run by a tenant or a manager?

*The business is now closed but was previously run under a tied tenancy arrangement. It is now a Freehold business, but the current owner has chosen not to operate as a pub on a freehold basis, instead seeking planning permission to allow redevelopment as a residential dwelling.*

### 10.2. Does the pub management team have local support? Has the team taken steps in the last year or so to try engaging with the local community and has the dialogue affected the way the pub operates?

*There was no such dialogue under the previous owners EI Group or their tenants. The current owner has made no attempt to reopen as a public house.*

### 10.3. Has the pub been managed better in the past? Is there any evidence to support this? Are trading figures available for the last four years and/or from previous management regimes?

*Trading figures are unavailable at this time. Unconfirmed information indicates that the two most recent tenants departed following rent reviews which imposed significant increases by the pubco. The annual rental value assessment figures provided by the selling agent Drake & Co (£50k-£60k) would suggest a turnover potential in excess £500k per year\*. It is unlikely this level of turnover was ever attained by any previous tenants, and the rateable value assessed at £17,500 in April 2017 would also suggest a much lower actual turnover. However even with a turnover at a level under half this level would still allow for a viable ongoing business going forward.*

### 10.4. Have there been recent efforts to ensure viability? E.g. has the pub opened regularly and at convenient hours? Conversely have hours/facilities been reduced

*The pub is currently closed. While open it was operating normal pub opening hours for lunch and evening trade. The short tenancy in 2016 running as a community pub serving food was too short to assess viability and the landlord's time was split across 2 pubs.*

### 10.5. Has the focus/theme of the pub changed recently?

*Under the four year tenancy 2013-16 the pub was managed as a gastro-pub focusing on providing a top end dining experience. There was little or no focus on the community aspects of a public house. Prior to this and during the short tenancy in 2016 the pub focus was as a traditional community pub with food.*

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\* According to British Beer & Pub Association (BPPA) benchmark (June 2017) for a food led pub Running a pub. A guide to costs for tied tenants and lessees July 2017

- 10.6. Is the pub taking advantage of the income opportunities offered by serving food? How many times a day is food served? How many times a week? Are any catering facilities being optimised?

*The pub is not trading currently. Previously the pub has offered food during both lunch and evening opening times. A recent tenant 2013-16 focussed on creating a high-end gastro-pub. The kitchens provide ample space for offering food catering, but may need to be completely refitted. Café options have not been explored. The Riverside café near Bransbury is far less accessible and appears to be operating with some degree of success.*

- 10.7. Has the rent/repair policy of the owner undermined the viability of the pub?

*As noted in 10.3 the rent expectations set by the selling agents would have potentially put off potential tenants. There are also unconfirmed reports from previous tenants that demands for unrealistic rent levels contributed to their early exit. The current owner may have stripped out the kitchen equipment further undermining the viability as a food led pub. There appears to have been no maintenance carried out since the sale of the property in March 2017.*

- 10.8. Are there any possible unclaimed reliefs? E.g. where rate abatement is not granted automatically but has to be claimed?

*This information is unknown.*

- 10.9. Does the pub promote itself effectively to potential customers? E.g. does it have an eye-catching and informative web site

*The pub is not trading currently. While trading it did have a website. When run as a gastro-pub it was also featured in a number of national and local publications.*

## 11 The Sale

- 11.1. Where and how often has the pub been advertised for sale? Has it been advertised for at least 12 months? In particular, has the sale been placed with specialist licensed trade and/or local agents?

*El Group offered a tied lease after the pub closed at the start of 2016. It is understood this was for an annual rental of £38,000, plus income from supplying tied produce was expected to generate a further £22k per year. Marketing by an agent specialising in the licensed trade, Drake & Co, commenced in March 2016 offering the Plough on a free of tie basis. No fixed price was set, although the expectation appears to have around £50k to £60k per year. The Plough Inn was placed on the market for sale at some point soon after 14 Nov 2016 when Drake & Co were instructed by El Group to seek an unconditional freehold sale for the property. This was done on a sealed bid basis with a closing date of 9 Feb 2017. It's understood the sale price agreed was £500k, less than three months after it was originally offered for sale.*

- 11.2. Has the pub been offered for sale as a going concern?

*During the period outlined above the Plough Inn was offered for sale as a going concern. Since it was bought in Feb 2017 it has remained closed and not offered for further sale. An approach from the community in October 2017 to purchase the property was declined by the current owner.*

- 11.3. Has the pub been offered at a realistic competitive price?

*The suggested tenancy figures both tied and untied are considerably higher than the actual rental figures noted as paid to El Group by tenants in the previous 10 years. It is also considerably higher than the rental level suggested by the business rateable value\* for the Plough Inn which was reassessed at £17,500 in April 2017 (previously £13,000). It is understood that demands for higher rental by El Group directly caused the early departure of the previous two tenants.*

- 11.4. If yes how many offers were received?

*The publicly available information from the marketing agents state that only 1 offer was received. No offers were made for the freehold with a view to continuing to operate as a public house.*

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\* Business Rateable Value is the open market rental value based on an estimate by the Valuation Office Agency



APPENDIX 1 – PUBLIC HOUSES IN LONGPARISH

APPENDIX 2 – 1 MILE CATCHMENT RADIUS

APPENDIX 3 – 10 MILE CATCHMENT RADIUS

APPENDIX 4 – SALES PARTICULARS