



Business Case – Micro Pub in Havant Park

Business Objectives

The business will be a startup Limited Company that will be 100% family owned. The focus of the business will be as a craft beer tap house/micropub and bottle shop. Our objective will be to serve the community by providing a friendly inclusive venue for like minded people to meet up and enjoy a quiet drink in an intimate location. The multi room layout of Havant Park Lodge lends itself perfectly for this purpose. The potential for outside seating during the warmer months is also very attractive and would be fantastic for families and groups of friends to meet up socially in the park.

We will be selling a range of craft beers and ciders on keg, focusing on products from the local area. We will also be stocking a large range of craft beers and ciders in cans and bottles for take away or to be consumed on the premises. This will capitalize on the lack of a dedicated bottle shop within the local area. A range of wines, spirits, cocktails, soft drinks & bar snacks will also be available. A selection of free board games will also be available for customers use. A free community cheeseboard will be available every Sunday lunchtime.

The craft beer community in the Portsmouth area is a very friendly group of people who are looking for a different type of experience to that which is usually provided by regular pubs. The advantages to being an independent tap house/micropub are huge, as there will be no ties to a particular brewery which gives us the freedom to regularly change our range of products, which will encourage repeat business. No televised sport will be shown.

Initially the business will be run by ourselves with the option to employ an additional one or two members of staff in the future, dependent upon how busy the business becomes. A website and social media presence for the business is currently under construction.

In our experience working in the sector, micro pubs/craft beer tap houses attract a very different clientele to a regular pub, such as a Wetherspoon's. Craft beer tap houses generally appeal to beer enthusiasts who are looking for quality not quantity. Prices are generally slightly higher than regular pubs as we intend to serve local products from local artisan breweries. Drinking in moderation is encouraged by recommending smaller measures such as tasting flights (3 x 1/3 pint) so the customers get to try a selection of products without drinking to excess.

As the premises is ideal for outside seating, we would like to capitalize on this and intend to apply for the license to accommodate this. Obviously, we will need to liaise with the Council to agree which areas can be assigned to us for outside seating. Zoning can be implemented to ensure customers stay within boundaries.

We are open to suggestions and eager to collaborate with the Council to achieve mutual long-term success. We are flexible and willing to make any adjustments needed to meet the Council's requirements or address any concerns.

Deliveries & Vehicle Access

We intend to organise all our deliveries to our home address to minimize disruption to the park. Therefore, we would only need park access for one car on a daily basis on the days we are open. Obviously, initial set up of the premises would require delivery of larger items (such as refrigerators and furniture) directly to the premises, but we will endeavour to organise these as early as possible.

Opening Hours

As is usual with a craft beer tap house/micropub we would be operating on a reduced hours schedule compared to a regular pub. This would mean that the bar would be closed by 10pm from Thursday to Saturday and by 9pm on Sunday to Wednesday. We plan to close on a Monday.

Our proposed business hours are as follows:

Monday - Closed

Tuesday - 4pm to 9pm

Wednesday - 4pm to 9pm

Thursday - 4pm to 10pm

Friday - 3pm to 10pm

Saturday - 12pm to 10pm

Sunday - 1pm to 6pm

Our proposed policies on the licensing objectives are as follows:

The prevention of crime and disorder:

Implementing CCTV cameras and signage within the premises in each room to deter criminal activities and provide evidence if incidents do occur. Developing a comprehensive security plan that includes staff training, adequate lighting, and procedures for handling disruptive behaviour. Working closely with local law enforcement agencies to share information and address any concerns related to crime and disorder. We also intend to join Pub Watch.

Public safety:

Conducting regular risk assessments to identify and rectify potential hazards within the premises, such as fire safety risks or overcrowding. Provide staff training on emergency procedures, including evacuation plan and first aid training. Maintain a clean and hygienic environment for the safety of patrons.

The prevention of public nuisance:

We intend to operate reduced opening hours (see above). Display prominent and clear notices at the exit to remind customers to leave quietly and to respect the neighbours. Establish clear guidelines for outdoor seating areas and smoking areas to minimize disruption to the surrounding area. Provide litter bins and ashtray receptacles.

The protection of children from harm:

Implement a 'Challenge 25' age verification policy, whereby those who look under 25 are asked to prove they are 18 or over before alcohol is sold or served to them. Ensure that children are always accompanied by a responsible adult. Staff should be vigilant and intervene if children are left unattended or are in distress. Install CCTV.