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GREENE KING  
PUB PARTNERS

Do you want to run your  
own pub?

Every partnership  
begins with you.



# Introduction

Greene King Pub Partners (Belhaven Pub Partners in Scotland) is the leased, tenanted and franchise division of Greene King, with pubs across England, Wales and Scotland. Our aim is to work in partnership with you to create brilliant pub businesses together.

**We love entrepreneurs.  
Go getters. Self-starters.**

People who want to realise their dreams, ambitions and lifestyle of choice.

To make their mark. To be at the heart of their community. And we understand them. Because we've been doing just that, for over 200 years, at the centre of the pub industry.

We know it's independence, variety and character that has made our locals so loved. Which is why we celebrate individuality and focus on real partnerships. That means providing the freedom, innovation and energy for people to unlock their potential. To create something special they can be truly proud of. All the while matching their flair with our extensive, expert support.

A portfolio of brilliant pubs. Dedicated Business Development Managers who really understand you. Who are there, whenever they're needed, to guide and provide an honest opinion. And a support network of dedicated people offering extensive support, from property maintenance to customer insight and training—all under one roof.

**Why? Because...  
Every Partnership Begins With You**

# What is it like to partner with Greene King?

We like to think we're the first choice for entrepreneurs. The go-to-people to find the perfect pub and the perfect business partnership.



I really feel that I have a future with Greene King. They are the right business partner to help me grow"

Lars De Wijngaert  
The Three Tuns



Ferrier Richardson  
East End Fox

*"I've certainly landed on my feet with the person I am dealing with at Belhaven."*



Jack Izzard & Hailey Body  
Marquis of Granby

*"We have a lot of experience of running pubs before, but franchise ticked all the boxes of what we wanted."*



Lauren & Rachel O'Neill

The Gate Inn

*"Our Business Development Manager is just fantastic. I don't think we would be so calm and together if it wasn't for them helping us."*



David Dennet

The Gallus

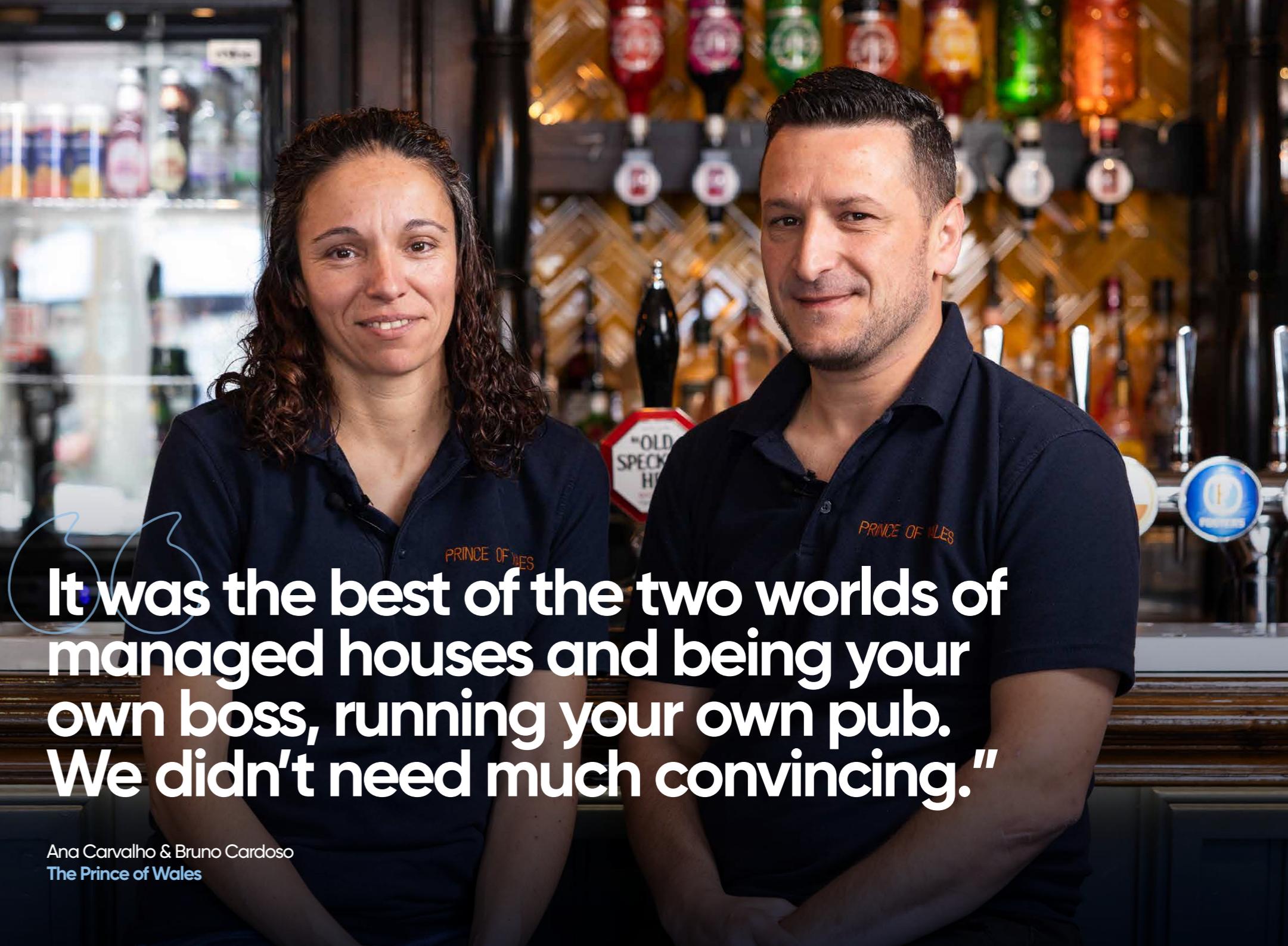
*"The franchise model allows you to do what you do best. You have the backing of a large firm and access to the marketing assets and expertise. Your BDMs are also there to guide you through anything that you don't know."*



Tom & Laura Hadley Stayte

The Goat

*"I wanted to offer more than a transaction for people in our community, and with the help of Greene King, I have been able to achieve that."*



Ana Carvalho & Bruno Cardoso  
The Prince of Wales

**It was the best of the two worlds of managed houses and being your own boss, running your own pub. We didn't need much convincing."**

# Offering two main types of Operating Agreements

## Tenancy & Lease

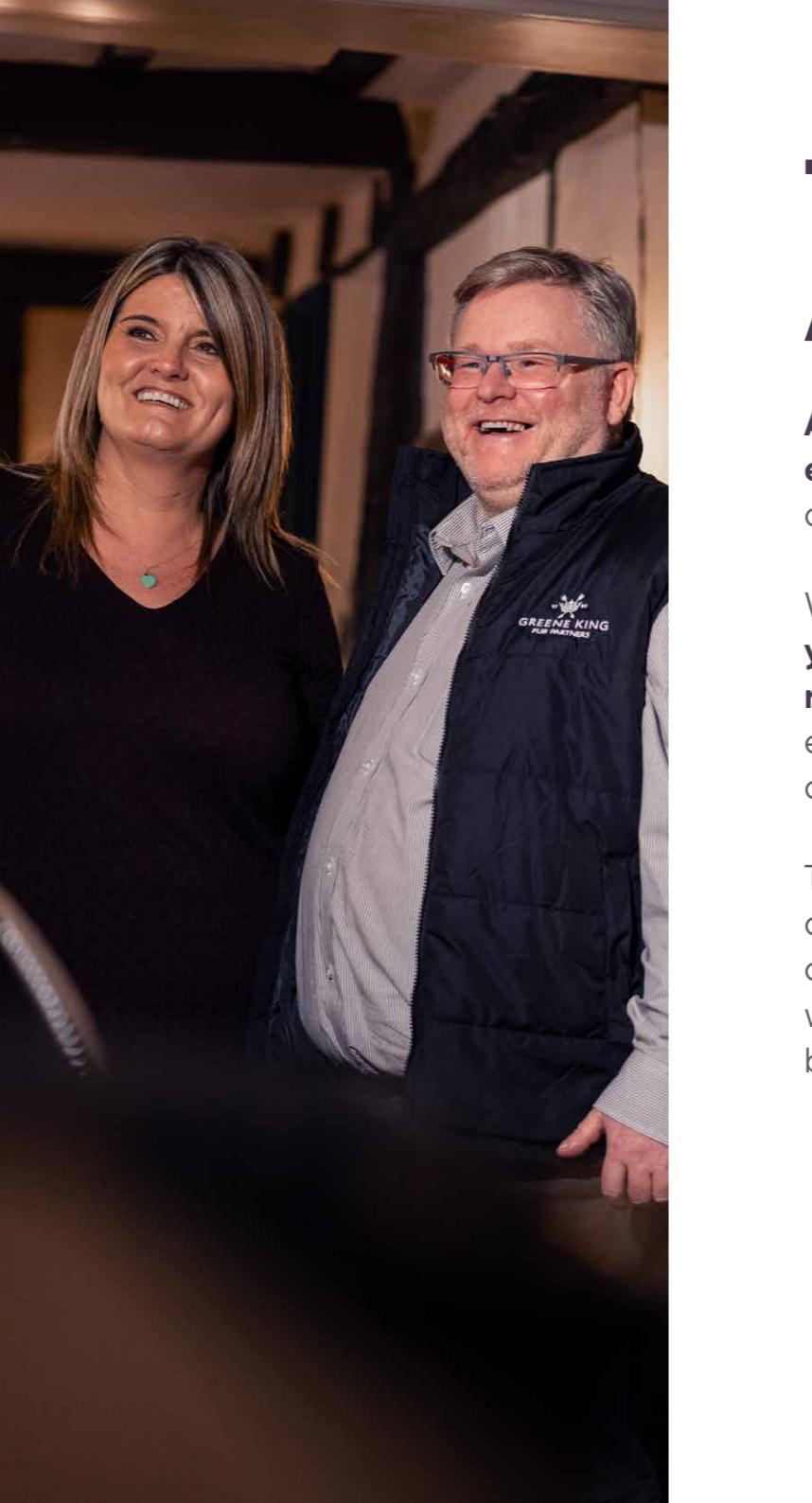


## Q: What's the difference between a tenancy, lease & franchise?

**A:** Usually, a tenancy is for a shorter period of time with limited property repairing obligations and you can't sell on the goodwill of the business. A lease is a much longer agreement with full property repairing obligations, and you have the ability to sell on the goodwill of the business when you leave.

A franchise will see you run a pub set up by Greene King using one of our proven business concepts. You will employ the staff and take care of the day-to-day responsibilities for running the pub business, whilst Greene King will take care of everything else.

## Franchise



## Tenancy Agreements



A tenancy is the ideal way for those with entrepreneurial flair to deliver their own ideas or concept for a pub.

With a tenancy, you will have **complete control of your pub and will be responsible for the majority of running costs**. We offer a wide ranging and varied estate, from high-end gastro pubs to wet-led community pubs, and everything in between.

These pubs are usually offered on 'fully tied' agreements, which mean you will have to purchase all of your drinks from us and in exchange for this tie, we will provide enhanced support for you as your business partner.

## Partnership Benefits



All of our partners benefit from a dedicated **Business Development Manager** who is there as much or as little as you need them to be, providing advice and support across all areas of our business and acting as a sounding board when you are looking for new ideas to drive sales.

They are also able to link you to the relevant experts within our business, ensuring you are receiving knowledgeable advice and guidance to help you improve your business and ensure profitability.

### The areas of support we cover:

- Property repairs & maintenance
- Product ranging
- Marketing
- Business support including a dedicated Business Development Manager
- Identifying industry trends
- Training for you and your staff

And much more!



# Have I got the right skills?

To run a pub under our tenancy model, you don't need to have prior pub or hospitality experience, but we would look for relevant transferable skills such as:

1

2

3

4

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## A passion for hospitality and people

You'll need to love the industry and have genuine enthusiasm for it. Running a pub is hard work, often seven days per week.

## Business acumen

A tight control of the business's finances are crucial to your success and ensuring your business is profitable.

## Entrepreneurial flair

Having a clear vision for your pub, with the ability to keep abreast of the latest industry trends and the ability to flex your business to meet customer needs.

## Great people skills

As a business owner, you'll need to interact and communicate effectively with a wide range of people, including your customers, staff, suppliers and other stakeholders.

## Community minded

What impact do you want to have on your local community? If your pub is in a small village, it is likely to be a hub for socialising and local events. Engaging with the locals and meeting their needs will be the road to your success.

# Costs



As a tenant you will need capital to **invest into your business by way of entry costs**. Before taking on your own pub business, you must consider the financial implications, both for the start of your journey, and on an on-going basis.

Initially you will need capital for your entry costs, which should ideally be unborrowed and will cover:

- Deposit
- Fixtures & fittings
- Stock
- Legal fees
- Stocktaking fees
- Brokers fees
- Induction training
- Working capital

You'll also be responsible for the following on-going costs to Greene King:

- Rent
- Maintenance & Service Plan
- Greene King's Buildings Insurance
- Stock you order from us
- Any royalties, fees, loans or guarantee charges, subject to agreement

**You will pay third parties:**

- Staff wages (including tax, National Insurance and pension contributions)
- Any stock you do not order from Greene King such as food
- Business and Liability Insurance
- Business rates
- Repairs and maintenance you are responsible for
- Accountancy and legal fees
- Stocktaker fees
- Tax & VAT
- Utility bills
- Any other bills which cover the day-to-day running of your pub

**All entry costs and on-going costs will vary pub to pub, depending upon the size of the business and premises.** During the recruitment process we will clearly document the costs for you. We will work with you to assess your financial plans and ensure they are achievable.

# Franchise

If you have dreamed of running your own business in the pub industry, our franchise agreements are a low-cost way to achieve your ambition.

The franchise agreement from Greene King Pub Partners provides a pub that's ready to trade so that you can concentrate on growing your pub business and serving customers.



# Our franchise brands

## NEST PUBS BY GREENE KING

Nest Pubs are wet-led pubs predominantly located on busy high streets and in communities, providing great value, an excellent experience and regular sport and entertainment.

As a concept, Nest Pubs has its own unique identity, look and feel – and each pub shows Sky Sports and TNT Sports, as well as providing a simple pizza food offer that is easy for you to serve alongside a great drink selection.

## HIVE PUBS BY GREENE KING

Hive Pubs are dependable local pubs located in the hearts of the communities they serve. They provide a great range of food alongside a regular programme of entertainment and live sport through Sky Sports and TNT Sports.

Be it for a drink after work, to watch the game with friends or a family dinner – Hive Pubs has you covered.



# Why choose a pub franchise?

## Ready to go

Get the keys to a pub that's ready to go, so you can focus on delivering a great customer experience.

## Comfortably close

We'll work closely with you and be there when you need us, but will also give you the freedom to be your own boss.

## Really reliable

Successful beer and pub brand with over 20 years heritage that consumers know and love.

# Why will customers visit a franchise pub?

Hive & Nest pubs are conveniently round the corner; easy to walk to or easy to park at.

A great place to socialise as a group or with the locals, our franchise pubs have a lively atmosphere with something always going on, from sport and quizzes to live local music.

**NEST** PUBS  
BY GREENE KING

**Nest** includes a simple pizza offer that is easy to cook and serve - you don't even need a chef - alongside an excellent drink range.

**HIVE** PUBS  
BY GREENE KING

**Hive** includes a great-value, good quality food offer which focuses on pub classics, alongside an excellent drink range.



# Could a franchise be your next exciting opportunity?

The perfect franchisee will...

- Have management experience within pubs or hospitality
- Be ambitious and entrepreneurial
- Be a go-getter that delivers great customer experiences
- Want to make their mark on a community



# Training



Whether you are taking on a tenancy or franchise agreement, we offer comprehensive induction training, **elevated support during your first 100 days with us** and as much or as little ongoing support as you need.

Once you've found the right pub with us, **we want to ensure you have the best possible start in your business** and our welcome programmes will ensure your transition into a tenanted or franchise pub is a success from the start.

Before you enter your pub, **you'll need to attend one of our welcome inductions** which take place at our Head Office in Bury St Edmunds, Suffolk every month. We'll host you over three days and share with you the support available **to help bring your business plan to life and achieve your personal and business goals.**

## Your first 100 days

Once you've taken over your pub, our Learning & Development team, **Business Development Managers and wider support teams** will visit you during your first **100 days to discuss any training needs for you and your team.** You will also receive regular email communication at key stages during this period to provide helpful reminders and easy access to information or guidance.

## On-going support

We offer a portfolio of business-as-usual training in a blended learning style for both you and your teams to access. Our regional franchise workshops include topics such as kitchen skills.

Our **e-learning** modules provide agile learning solutions for a wide range of topics that can be completed anytime on your choice of device.

At your convenience, you will have access to a **comprehensive library of resources**, covering a range of relevant topics – from industry insights to hosting successful events in your pub. These resources have been carefully designed to support both you and your team.

**Apprenticeships** are also available via our learning partner Lifetime Training, to further develop your team to attain a nationally recognised qualification.

For more information, please contact our training team at [pubpartnerstraining@greeneking.co.uk](mailto:pubpartnerstraining@greeneking.co.uk).



## Find out more:



There are a number of stages to our recruitment process, scan the QR code to find out more and understand them in more detail.



For more information on the **Pubs Code in England and Wales**, scan the QR code.



For more information on the **Scottish Pubs Code**, scan the QR code.

# FAQs

## Q: Do I need any qualifications to run a pub?

**A:** You'll need to complete the British Institute of Innkeepers online Pre-Entry Awareness Training, which provides you with an overview of the obligations placed on you when entering into a franchise, tenancy or lease agreement in the UK.

You'll need to hold a Personal Licence too. Call our Training team to [find out more on 01284 843055](tel:01284843055).

## Q: Who pays for repairs?

**A:** If you have a tenancy agreement, your repairing liabilities are more limited than a lease agreement. A maintenance and service agreement will cover areas of statutory compliance including testing, repairs, servicing, and maintenance of major equipment. **If you have a lease agreement, you'll be responsible for all repairs and maintenance.**

Details of your repairing obligations will be provided in the information we provide you. With a franchise pub, Greene King are responsible for the maintenance and repairs of the property.



## Q: What insurance will I need?

**A:** Greene King insures all its pubs through a group block insurance policy, which is recharged to you depending on the size and style of the pub. This cover will include for property damage to our buildings and/or our fixtures & fittings, and loss of Greene King's income through any insurable business interruption event.

**You'll be required to insure other areas of the business that you're responsible for**, including public and product liability, employee liability, fixtures and fittings and loss of income.

## Q: How much money can I expect to earn?

**A:** Taking on a pub and becoming your own boss is not without risk. Being self-employed is very different to receiving a regular salary, but there's the prospect of even greater reward. The style of pub and how you choose to run your business will affect your profit. It's important that you enter the business with a realistic view of potential performance.

**Using the information we provide and your independent professional advice** will help you in the preparation of your business plan to ensure it's realistic and sustainable.

## Q: What is the Pubs Code?

**A:** The Pubs Code is legislation in England and Wales that regulates the relationship between pub-owning businesses, operating over 500 tied pubs, and their tenants. It's based on **two core principles; fair and lawful dealing between the pub-owning business and their tenants; and that a tenant should be no worse off than a free-of-tie tenant.**

A Pubs Code Adjudicator oversees the enforcement of the Pubs Code, and Greene King employs a Code Compliance Officer to verify its compliance with the code. For Partners with pubs in Scotland, there is a Scottish Pubs Code that Greene King also follows. This Pubs Code seeks to support the relationship between tenants and pub companies in Scotland specifically and is overseen by a Scottish Pubs Code Adjudicator.

## Q: What if I want to leave early?

**A:** Our tenancy and franchise agreements include break clauses which you can exercise at any time. If you have a lease, you'll need to arrange to sell on the agreement.

Breaking an agreement early can be a big decision, for more information see our **Guide to Running a Pub (England/Wales)** or our **Guide to Running a Pub (Scotland)**.





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