



Superb tenancy opportunity in an Oxfordshire community-owned pub.

Could you run this pub?

The White House has been at the heart of the village since the 17th Century and is the last remaining pub and community facility in Bladon. It is also reputed to be the pub where Winston Churchill “learned to drink” during his time at Blenheim Palace. With a growing population of just under 1,000 Bladon residents and thousands of visiting tourists, to the neighbouring Blenheim Palace at the gateway to the Cotswolds, there is enormous potential to make the White House a thriving community pub.

Bladon Community Benefit Society (BCBS) successfully agreed to purchase the White House in Bladon, Oxfordshire, from Greene King in May 2020. The conveyancing process is currently being undertaken by our solicitors and we anticipate to be the key holders by July 2020.

The prospective tenant should share our vision for a family-friendly free house where all members of the local community and visitors feel welcome. The pub should serve accessibly priced drinks and good food with locally-sourced ingredients. The White House should have agreed opening hours and offer a venue for local organisations to meet and offer community services such as a café. The tenant should also encourage participation in local events.



[View inside the pub in this ITV coverage of our campaign](#)

[View recent Sky News coverage of the White House](#)

Business facilities

The trading space of the White House is single bar, snug area, with fireplace and log burner and restaurant area with space for 60+ covers. The trade kitchen comprises of stainless steel units and extractors fan. The adjacent garden and terraces with pub tables provide space for an additional 50+ covers and carpark with 21 spaces to the side of the property.



Accommodation

The private accommodation which would be suitable for a couple or small family is a dwelling to the rear which includes two bedrooms, a box room, a kitchen, lounge, bathroom and garden.

About the local area

Bladon is a village positioned on the A4095 which links Witney to the A44. Bladon is a popular village partly due to its proximity to Oxford and Woodstock which have a large number tourists and visitors. The White House is positioned on the main road therefore benefits from passing traffic, tourists to Woodstock and Blenheim Palace and visitors from further afield.



The Caravan Club campsite, Bladon Chains, is within the village of Bladon and welcomes over 15,000 visitors a year. They have been very supportive of our community bid and will actively promote the pub to its visitors. Furthermore, over 500 visitors a week visit the grave of Sir Winston Churchill, which is located in the village churchyard. Finally, Blenheim Palace is a very popular tourist attraction and hosts year around events for local, national and international visitors. Blenheim Palace have agreed to market the pub to their visitors as a great place to visit due to its historical connection with Sir Winston Churchill.



In terms of transport, Bladon is very well served by roads and trains and is close to Oxford, the A40 (London, Cheltenham), M40 (London, Birmingham), and A34 (Bicester, the south). There is a train station at Long Hanborough, less than a mile away, which is on the direct line to London, Paddington.

This pub may suit

This is a great opportunity for a live-in operator/s. You will need to have experience of running a pub offering a high quality, affordable food led service, be personable and outgoing, quick to fit into and build rapport with the local community. Being a freehold and community-owned will give the tenant the opportunity to offer a unique experience for customers.

About the Agreement

Our Tenancy agreement is initially for 3 years however with the current emergency pandemic conditions surrounding Covid-19 we are unable to give any estimate as to when the pub will be ready to trade. This may work in our favour as the Bladon Community Benefit Society is hoping to carry out some works to improve both the public areas and tenants living accommodation. Like many village pubs, The White House's viability depends on it being a strong destination pub, so the right food on offer is key. We are confident that with the right offers and strong proactive marketing targeted at multiple customer groups, the turnover can be significantly higher than has been achieved to date.

- Rent: year 1 - £15, 000, year 2 - £26,100, year 3 - £31,200. Rents are fixed and not linked to turnover.
- Rent is subject to VAT at the prevailing rate and is payable monthly.
- Security deposit: 3 months' rent.
- Fixtures & fittings: Indicative value £10,000 (subject to formal valuation at point of transfer).
- Business rates: Due to COVID-10 no business rates will be payable in 2020.

- Council tax: B and B – applicable to the living accommodation.
- We propose to agree an initial 3-year term with the successful applicant.
- Whilst running and marketing of the White House will primarily be the tenant's responsibility, the Management Committee will assist as far as possible with ensuring the pub offers agreed community services and will help with promotion of the pub.

Our vision for the pub

We intend The White House to offer a warm, welcoming and friendly atmosphere. A community survey confirmed that it should continue to be a "traditional" village pub, selling predominantly local ales, as well as good quality wines, lager and cider, and speciality spirits. Non-alcoholic beer, soft drinks, coffee, tea and bar snacks should all be available. Food should be of good and consistent quality, simple, seasonal and sensibly priced, with locally-sourced fresh ingredients where possible. The majority of respondents to the survey asked for a menu consisting of affordable pub classics and a changing, imaginative specials menu, including vegetarian and vegan options. We will want the successful applicant to support our 'More Than A Pub' activities and amenities with enthusiasm, for which we have received funding from the government's 'More than a Pub' initiative. The initiative has an underlying public health motive, aiming to support the physical and mental wellbeing of the local population. We envisage that our local activities to include events such as local history and literary talks, poetry evenings and music performances, community coffee mornings and teas, lunch clubs, after-school club and sports club activities such as running, walking and cycling meets which start and end at the pub.

More information

Additional information about BCBS can be found on our website – bladoncommunitypub.org and our Facebook page www.facebook.com/bladoncommunitypub or Twitter @Bladon_Pub

If you would like more specific information, or if there is anything you're not clear about, please email us at bladoncommunitypub@gmail.com

A visit to The White House Pub can be arranged as soon as we have completed the purchase of the property.

How to apply

1. Send your completed application form and your CV to bladoncommunitypub@gmail.com.
2. The application form can be found on our website at <https://bladoncommunitypub.org/tenancy> where you can register your interest and then download the Application Form, or simply email us and we will send it to you via email.
3. Once we receive your completed form, we'll aim to get in touch with you within no than 7 working days.