

FRANCHISE
PROSPECTUS
2024

HALE HUB



Become the heart of your community –

A fresh take on the local pub.

What is Ale Hub?



Ale Hub is a family-owned business, set up in September 2020 by the McDiarmid family, to offer a different and distinctive pub experience.

Our goal is to revitalise the local pub scene and provide the community with a choice of refreshing and well-kept beverages in a relaxed and friendly environment. There are no longer enough good quality wet-led pubs in the industry, with the majority of the larger corporate chains being more focused on selling food. This is why there is a gap in the market for a great quality pub. At Ale Hub our customers know quality and cleanliness is guaranteed and all our drinks have been kept properly and treated with the respect they deserve, meaning our customers get a fantastic service and most importantly a delicious drink. Creating a relaxed and friendly environment has been key to our success

Now expanded to nine bars in and around the West Midlands area, Ale Hub offers a range of craft ales and quality lagers, together with gins, wines and cocktails, in a traditional ale bar environment. Ale Hub bars are generating revenue in excess of one million pounds a year and have shown steady growth.

Why is Ale Hub different?



There has been a lot of doom and gloom around the hospitality industry in recent years, so why are we thriving?

We provide a space for customers to enjoy themselves without the distractions you find in most pubs these days. We do not have TVs or fruit machines, but instead we have a focus on building a local community, where customers who start out as strangers become friends after spending many an enjoyable night with us. Key to this is creating an adult focused environment where people can relax. Being entirely wet-led means we can focus fully on the quality of drinks and therefore provide a better product to our customers.

Due to providing a premium product we are therefore able to price accordingly, which allows us to preserve our margins when other pubs are losing theirs. We also operate in smaller units which allows us to keep overheads low which makes us more durable if there are any surges in energy bills or other economic challenges.

On top of this we have an in-depth events schedule that helps draw in customers on week nights which are traditionally slower for the standard high street pub.

What do our customers think?

Charlie Truepenny

2 reviews

★★★★★ 3 years ago

Went here the other night with a few friends and it is a great place to sample some new ales. Really nice atmosphere and decor and a huge variety of both ales and gins. Highly recommend this micropub to any ale and gin lovers! Will be returning soon

Keith Turner

62 reviews · 12 photos

★★★★★ 6 months ago

£1–10

No food! Lovely little ale house with brilliantly well kept ales. If you drink something else, please try a little half and it might open up a new world for you. Staff were lovely and chatty and I'd happily spend a few hours there every weekend.

Dianne Bowen

85 reviews · 6 photos

★★★★★ 2 weeks ago **NEW**

£10–20

Food not served but cocktails are amazing and variety of ales superb. Staff are all pleasant with great service. So glad we have this in our community as pubs at Perton are dire

Pete Simpson

Local Guide · 263 reviews · 660 photos

★★★★★ 6 months ago

£50–60

The atmosphere here is nice, the staff are extremely friendly and even the owners visit here and are very nice people.

My sister and her partner visit here every Thursday and maybe another day in their spare time.

Everybody appears to be very accommodating and the most important thing is that nobody has an attitude. From the regulars to new customers, everyone is nice...

Laurence Bonner

9 reviews · 10 photos

★★★★★ 11 months ago

The Homely Hub, we have been regulars here almost since they opened, love the great variety of beers, especially the regular Butty Bach!

There is always a nice friendly buzz about the place and amazing how many people you bump into that you know and also people that you didn't know but now you do!

Dog friendly too, so a good excuse for walking the dog!

So much better than the larger dark impersonal establishments!

Great friendly service, shout out to Chloe ;-)

Give it a try, I am sure you won't be disappointed.

What are we about?

Our pubs are not bland corporate pubs, they are vibrant and a great place to go to make new friends. A positive attitude and great people skills are a must in order to build the community feel that we want.

Our executive team will be there every step of the way to help you build your Ale Hub into a successful business. We want to integrate you into the Ale Hub family and enthusiasm for the industry is a must.

We can provide a full turnkey solution. From site location to fit out, we deliver a bespoke package to leave you in the best position for success.

When franchising, we are seeking partners who are as passionate about customer service and quality as we are.



Building the brand



Through our own trial and error we have worked out the perfect formula for how your Ale Hub needs to look and feel. While all Ale Hubs are slightly different we will provide the framework for the layout and location.

We have unique data and metrics to help you locate your ideal Ale Hub site. Our team will be able to help you through every stage of the fit out process and advise on what everything should cost. This ensures you are not being overcharged by any contractors.

What can I expect to earn?

The table below shows the earnings potential for a typical franchisee who grows their business at a certain rate each year. The costs figure includes the wages of a manager working 40 hours per week, so if the franchisee works in the business themselves, they can add a further £25,000 to their earnings.

It is possible to earn significantly more in Year 1 depending on the effectiveness of the marketing and how quickly word spreads about the new Ale Hub.

	Typical Earning Example 1	Typical Earning Example 2
Revenue	200,000	300,000
Costs	178,200	231,900
Net Profit	21,800	68,100

**These figures are based on the performance of existing Ale Hubs and are for illustration purposes only.*



Typical franchise startup costs

Typically, it will cost around £80,000 to acquire the franchise and fit out the premises. Total costs may vary depending on location and individual circumstances. All figures subject to VAT of 20%.

Franchise Fees	£25,000
Deposit for Property Lease	£5,000*
Premises License and Planning Permission	£1,300
Pub Fit Out Costs	£50,000
Total	£81,300

Our ongoing management fee starts at 10% of revenue, however we operate a sliding scale so the higher the revenue the lower the management fee percentage is.

We have established relationships with banks and other sources of business finance that can provide up to 50% of the initial start-up costs. You will also require £5,000 working capital to cover the cost of the initial stock order prior to opening.

*This figure is based on a 3 month rent deposit for a standard unit, your unit cost may vary.



What is included in the franchise fee?



- Rights to operate an Ale Hub Franchise for a period of 5 years in a protected area
- Rights to use the Ale Hub Brand Name and Trademark
- Rights to use the Ale Hub Know-How, Operating Methods & Systems
- DBS Check
- Full training in all aspects of running the Ale Hub business including 5 days at an existing Ale Hub, and one of our existing managers being present for the launch week of your own Ale Hub
- Launch marketing
- Software training
- Branded workwear pack· Local page on central website
- E-mail address and hosting
- Access to our preferential pricing with our suppliers
- Access to software systems and CRM support
- Helpline and technical advice when required
- Guidance in setting KPIs and monitoring pub performance
- Local page on central website

Next steps

If you think you have the skills and personality to open your own Ale Hub please get in touch as we would love to discuss the opportunity with you further.

You can either email our recruitment team at info@alehub.co.uk and somebody will be in touch or alternatively give us a call on 0121 747 4589 and our team will be happy to chat.

After we have discussed the opportunity with you further, we will arrange to meet you at one of our existing Ale Hubs so you can get a feel for the business and whether it is the right fit for you.

ALE HUB

www.alehub.co.uk