




FOR ONE NIGHT ONLY
THE
PUBLICAN AWARDS
GROSVENOR HOUSE
MARCH 20, 2007

Finalist **The Publican Awards 2007**

Pub Design
of the Year

sponsored by




The Broad Leys, Aylesbury, Buckinghamshire

Finalist Facts

- Owners: Helen Wood and Andy Serratt
- Cost of design: £247,000
- Lessees of Punch Pub Company

Licensees Helen Wood and partner Andy Seratt have been at the Broad Leys in Aylesbury, Buckinghamshire for four years. Despite a structural survey saying it was better to pull the building down, the couple saw the potential in the site.

What were the key objectives behind the design?

The main aim was to take it back to its original style. It was a Punch lease that had had little investment for 20 years. The building was originally a coaching inn which dates back to the 16th century.

The objective was to keep the tradition but make people feel comfortable and want to come back.

The building was undiscovered by the historical department of Aylesbury Council because it had been allowed to have plastic window frames and flat roofs.

Helen said: "The building was in an appalling state with the structure in parts being derelict. We did all the design ourselves but for the structural aspects we needed the builders, which took time."

What was the scope of the scheme?

The pub was painted in red and blue gloss and was trading as a karaoke and disco pub. The whole pub from lounge, back-bar and restaurant needed

renovation. Work was started in the old stables to convert it into a restaurant.

Once the restaurant was completed, next on the agenda were the lounge bar, public bar and turning the outbuildings into a kitchen. The work was all structural followed by wiring, plumbing and redecorating.

Helen says: "We discovered an inglenook fireplace with a bottle of beer left wrapped up in Johnnie Walker paper dated Saturday September 27, 1913 just waiting for someone to unbrick the fireplace and discover the time capsule.

"When we took things down we realised how bad things were. Some of our problems were because there were no building controls in the 17th century. Basically, the first floor was floating."

How much did the design cost?

Helen and Andy funded the whole scheme themselves. The structural work cost £225,000 and the design work inside was £22,000.

They plan to invest in the business for the long-term and saw the potential in changing the offer.

"The problem with leases is that no-one wants to spend any money on them and it's a risk to put all your money in," adds Helen.

How long did the design take to complete?

The scheme was carried out in stages over the past two years to allow the pub to continue to trade but it finished on October 31, 2006.

How has the design grown the business?

The business was 99 per cent liquor and the small food trade was made up of Sunday roasts and sandwiches. The split now is 50:50 and the site has more than doubled turnover.



Well done Pub Design of the Year finalists,
you deserve nothing less than a Budweiser Budvar

