Subway in London

31 October 2026

Planning sample. No location ranking.
London's location dataset has not been built for this sample. No fit scores, rent estimates, footfall counts or predicted returns are presented. The areas below are illustrative research starting points, not recommendations or available franchise territories.
Independent example. Subway has not commissioned or endorsed this sample. Approval, territory and final terms require direct confirmation with the franchisor.

Report scope and assumptions

Decision

What should I verify before pursuing a Subway unit in London?

Scope

One brand · London · three unranked area examples

Investor budget

No investor budget supplied

EXECUTIVE BRIEF

Start with the unit. Test the trading pattern.

A station approach, a town-centre unit and a neighbourhood high street ask different questions of the same sandwich format. Compare the hours when people actually buy food, the costs of operating the exact unit and the franchisor's territory decision before choosing an area.

The next decision: Ask Subway about approval and territory, then obtain comparable property schedules for the three unit types. A recognisable brand and a busy street do not establish a viable lease.

OBSERVED · PUBLISHED STARTING INVESTMENT

Around £180,000+

Published starting point, not a London quote or a complete budget.

OBSERVED · INITIAL FRANCHISE FEE

£15,000

Published UK fee; confirm inclusions and current terms.

DERIVED · ONGOING PUBLISHED FEES

12.5%

8% franchise fee + 4.5% advertising/marketing. Confirm the contractual calculation basis.

Published brand terms were checked on 31 October 2026. They are source statements, not achieved results, independently audited costs or a personal offer. Do not add the initial fee to the published starting investment without confirming what that total includes.

PUBLISHED BRAND INFORMATION

Start with the terms you can verify.

Subway publishes UK entry costs and ongoing fees. Treat these as a starting point for a written discussion about the proposed unit.

Observed · attributed published information, checked for this sample. Confirm the current offer directly with the franchisor.

Question	Published information	What to confirm
New-store investment	Starts around £180,000	Observed · varies with unit size and location; not a London-specific capex estimate.
Initial franchise fee	£15,000	Observed · obtain the current written offer and confirm tax treatment.
Ongoing franchise fee	8% of net turnover	Observed · confirm definitions in the agreement.
Advertising and marketing fee	4.5%	Observed · confirm calculation basis, payment timing and any other charges.

UNRANKED AREA EXAMPLES

Different areas. Different checks.

Illustrative site archetypes selected to demonstrate the questions a comparison should ask. No demand, vacancy, availability, ranking or trading performance has been measured for these examples.

Illustrative research prompts, not scored locations, available territories or recommendations.

Area example	Question to investigate	Evidence to collect
King’s Cross · station approach	Test a unit serving people on a time-limited journey. Treat breakfast, lunch and evening demand as separate hypotheses.	Count passers-by on the actual side of the road; record conversion, queues, visibility, frontage and access. Confirm whether station or estate consent applies.
Stratford · town-centre unit	Compare a street unit with a managed retail location as separate operating models. Neither inherits the other’s traffic or costs.	Check service charges, required opening hours, delivery access, competing food offers and how trade changes between normal days and events.
Ealing Broadway · high-street unit	Test repeat local trade alongside people passing through the area. Examine weekday lunch and weekend demand separately.	Observe the same frontage at different times; inspect loading, delivery collection, evening trade and nearby same-brand stores.

Build the local financial case

Gather these inputs for the actual unit before calculating a return. Published franchise costs alone do not establish the economics of a London property.

Separate one-time and recurring costs

Obtain an itemised capital schedule: works, equipment, professional fees, deposits, pre-opening costs and reserves. Confirm which items are already included in the brand’s investment estimate.

Price the full occupancy cost

Request rent, service charge, business rates, insurance, repairs and any taxes separately. Record area, payment period and incentives so quotes can be compared on the same basis.

Build the sales case from site observations

Use observed footfall, a testable conversion assumption, average transaction value and trading hours. Keep delivery and walk-in sales separate where their margins differ.

Stress-test the downside

Once inputs are available, vary sales, labour, food cost and occupancy costs. Check cash reserves and debt payments separately from operating profit.

EVIDENCE AND COVERAGE

What is known. What still needs evidence.

Observed: the franchisor’s published UK fees and starting investment, with sources below. Derived: the arithmetic sum of the two published ongoing fee percentages. The London areas are illustrative research examples. There are no local observed trading results, modelled forecasts, customer-provided property inputs or location-confidence scores in this sample.

Observed describes an attributed source; Derived describes a calculation; Modelled describes an estimate; User-provided describes an input supplied for the scenario. A fit score is not a probability of business success.

LOCAL RISKS WORTH CHECKING

The place changes. The questions get specific.

Territory comes before the lease

Published recruitment information does not establish that a particular London territory or unit is available. Ask Subway to confirm suitability before committing to a property.

A starting cost is not a funding plan

London unit specifications and lease terms can change the capital requirement. Establish inclusions, contingencies, working capital and funding terms from written quotes.

Visibility is not conversion

A busy route may not produce enough transactions for this format. Count and test the exact frontage and trading periods.

Approval and operating obligations

Confirm landlord permissions, permitted use, food-business requirements, fit-out approvals and opening-hour obligations with the relevant parties before signing.

FIELD-VERIFICATION PLAN

Take the next step with better questions.

1. **Confirm the franchise route** Discuss restaurant or franchise experience, leadership, team support and financial qualifications directly with Subway. Obtain written territory and unit approval requirements.

2. **Walk the three unit types** Use the same counting method and time windows at each shortlisted property. Record the date, weather and exceptional events alongside each observation.
3. **Obtain comparable property schedules** Record measured area and the complete occupancy cost, including lease incentives and obligations. Check whether quoted costs include taxes.
4. **Map current competitors** Verify same-brand stores and direct lunch alternatives around each actual unit; a citywide brand count is not a local competitive assessment.
5. **Build the financial scenarios** Replace each assumption with its source, date and confidence. Only then compare downside, base and upside cases and the cash required before opening.

Trace the example back to its sources

The brand information below comes from Subway's own UK website. The area examples and verification questions are editorial planning guidance, not a location assessment.

1. Subway UK · franchise FAQs ↗

   Observed published investment and fee statements. Checked 31 October 2026; confirm final terms directly.

2. Subway UK · Grow with us ↗

   Franchise candidate criteria and contact route. Does not confirm a London territory is available.

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A note on this sample

Prepared as a regional planning example on 31 October 2026. This is not an engine-generated location report, a franchise offer, an available-property listing or a guarantee of performance. Source statements can change. A scored London report requires a built and validated local dataset.

Brand names identify the example and do not imply endorsement, territory availability or franchisor approval. Confirm current commercial terms and property facts before committing. A sample does not establish that a paid plan is available in this market.