admiral
TAVERNS



CHEQUERS, FELSTED

FELSTED, CM6 3DL

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£33,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Chequers enjoys a prominent and highly visible position just off the main Braintree Road (B1417) in the heart of the picturesque village of Felsted, Essex. Set slightly back from the roadside, the pub forms a striking feature of the village streetscape, benefiting from its central location. Notably, Felsted Senior School one of the UK's leading independent schools is located directly behind the pub, while Felsted Prep School lies just across the road. This prime positioning places The Chequers at the heart of a vibrant local community with a strong educational and residential presence. Despite its rural charm, Felsted is well-connected, served directly by the A120, with links to Stansted Airport and the M11. Nearby access to the A12, A131 (to Chelmsford and Halstead), and B1256 provides excellent connectivity to nearby towns. Several rural bus routes pass through the village, enhancing accessibility from Braintree, Great Dunmow, Chelmsford, and Saffron Walden.

Pub Layout

The pub currently features three distinct trading areas centred around a single bar servery. Two of the trade areas are currently in use, with an additional room to the left that is currently underutilised. Planned redevelopment will transform the layout into a bright, open-plan horseshoe-shaped space by relocating the bar, opening up the left-hand room, and creating a direct connection from the kitchen to the trade floor. This will significantly enhance flow and atmosphere, allowing for 72 internal covers. To the rear, a tired outhouse will be removed to create a spacious and inviting external area, offering up to 124 covers—perfect for outdoor dining, events and maximising trade throughout the year.

TRADING STYLE

The Chequers is currently a strong wet-led pub with a loyal customer base and clear potential to develop a food offering alongside its existing drinks offer. The pub is open seven days a week and currently provides periodic entertainment and a selection of cask ales, giving a solid foundation for a new licensee to build upon. There is one other pub within the village, The Swan, which is food-led and offers an Italian-inspired menu, operating throughout the day. This provides a clear opportunity for The Chequers to establish its own identity and develop an offer that complements the local market rather than directly competing with it. With its prominent location and a growing local population, there is significant scope to develop The Chequers into a key social and dining hub within the village. The right licensee will have the opportunity to build on the pub's existing strengths, introduce a strong food offer and create a welcoming destination that appeals to the wider local community.

ACCOMODATION

Private Accommodation

The private accommodation consists of three double bedrooms, lounge, kitchen and bathroom. This area is spacious and in good condition. This space will also be redecorated part of the refurbishment.

3+ Private Bedrooms | Beer Garden | Car Park | Cask Ale | Kitchen | Food Preparation Area | Live Music | Open Fire

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FINANCIAL

Weekly Rent: £932.69
Estimated Annual Turnover*: £512,497
Security Deposit: £20,000
Working Capital: £5,000
Stock: £8,000
Fixtures and Fittings: Included in rent
Training Fee: £460
Legal Fee: £570
Tie: All drinks categories are tied. For fully funded licensees on long term agreements, we offer free-of-tie options for certain drinks categories in exchange for an annual fee.
For a breakdown on financial information, please refer to the 'Additional Info' tab.

BDM VISION

The Chequers represents an exciting opportunity for an experienced and ambitious licensee to take on a prominent village pub with significant potential for growth. There is a clear vision to create a high-quality, all-day pub that becomes a valued part of the local community, appealing to customers throughout the day and for a wide range of occasions. The successful licensee will be passionate about developing a strong food and drinks offer, with quality coffee, lighter bites and a full food menu complemented by a well-considered range of premium draught, wines, spirits, cask ales and sessional options. A hands-on and proactive approach will be essential, with a focus on delivering high standards and creating a welcoming environment that encourages customers to return. The pub will benefit from a truly transformational investment, with significant development planned to bring the property up to a best-in-class standard. The images provide a flavour of the proposed development, with the finished look and feel designed to complement the local area and create a pub that stands out within the surrounding community. The ideal licensee will bring proven experience, energy and a clear vision for the future of the business, recognising the opportunity to build on the investment and establish The Chequers as a destination pub for the local area. With the right leadership and commitment, this is an exciting opportunity to create a thriving, high-quality community pub with a strong future.
The refurbishment is subject to full Board approval. All designs are draft and indicative only, intended to showcase the potential of the pub. The refurbishment will be refined and personalised once a long-term licensee is secured, incorporating their vision for the look and feel of the business.

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