



CHEQUERS, FELSTED

FELSTED, CM6 3DL

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£40,000

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 a strong wet led pub with a large opportunity to develop a food offering. The pub currently offers periodic entertainment and cask ales and is open 7 days a week. There is one other pub in the village, The Swan, which is food-led, offering an Italian-inspired menu and operating throughout the day. With its standout location and increasing local population, The Chequers is well placed to become a key social and dining hub in this growing community.

ACCOMODATION

Private Accommodation

The private accommodation consists of three double bedrooms, lounge, kitchen and bathroom. This area is spacious and in good condition.

FINANCIAL

Annual Rent: £37,500

Security Deposit: £10,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £2,000

Stock: £8,000

Fixtures and Fittings: £40,000 with an initial upfront payment of £20,000 – funding options may be available for the right licensee.

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.



3+ Private
Bedrooms



Beer Garden



Car Park



Cask Ale



Kitchen



Food
Preparation
Area



Live Music



Open Fire

BDM VISION

The Chequers is a prominent village pub with strong potential, ready for an experienced licensee to lead its transformation. We're seeking someone with proven success in similar venues who can deliver a high-quality, community-focused offer. The vision is for an all-day pub that caters to all occasions – serving quality coffee, lighter bites, and a full food menu, supported by a drinks range that spans premium draught, wines and spirits, cask ales and sessional options. The licensee will be strongly supported by a truly transformational investment, and the images give a flavour of the development planned for the property. It will be a best in class pub for miles around, and the look and feel will sit perfectly in the local area.

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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