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OLD ENGLAND, ST LEONARDS-ON-SEA

SAINT LEONARDS-ON-SEA, TN37 6AJ

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£13,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

St Leonards on Sea is a lively coastal town in East Sussex, with a busy town centre, a popular shopping area and the beach just 200 metres away. The pub sits right on the town square, benefiting from its central location and the passing trade of local residents and visitors. With its seaside setting and established local trade, it offers an opportunity for a new licensee to build on the pub's existing success and make the most of its location. The Old England is well connected by road, with easy access to the A259 coastal route providing links to Hastings, Bexhill and the wider East Sussex area. The nearby A21 provides convenient connections northwards, while the pub's position on London Road makes it easily accessible from across St Leonards.

Pub Layout

The pub is a well-presented, one bar operation with several entrances and plenty of natural light flowing through the large windows. On entering, guests are welcomed by a spacious bar area, with gaming machines and a pool table to the left, leading through to the pub toilets. To the right, there is an attractive seating area providing a comfortable space for customers to relax and socialise.

With space for outside seating, the pub also has the potential to make the most of the warmer months, attracting beachgoers and shoppers looking for somewhere to stop for a drink. Already trading well with competitive prices, this is an opportunity for a hands on licensee to build on the pub's strong wet led trade, develop its offer and become an important part of the local community.

TRADING STYLE

The Old England is a wet led pub with an established trade, offering an opportunity to build on its existing popularity. The pub could benefit from introducing a simple food offering, such as pies, rolls and light snacks, giving customers another reason to visit without the need for a full kitchen operation.

Live music and karaoke have always been popular, making entertainment a great way to attract customers, encourage repeat visits and create a lively atmosphere. With its central location in St Leonards on Sea, close to the shops and beach, there is plenty of potential for a new licensee to build on the pub's strengths and make it a go-to spot for locals and visitors alike.

ACCOMODATION

Private Accommodation

The private accommodation is presented over the first and second floor and is equipped with 3 bedrooms, 2 bathrooms, kitchen and large lounge. There is a further floor above the accommodation which is not currently in use.

FINANCIAL

Weekly Rent: £461.54
Estimated Annual Turnover*: £247,000
Security Deposit: £6,000
Working Capital: £3,500
Stock: £3,500
Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.
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

3+ Private Bedrooms
Live Music
Sports Teams

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BDM VISION

The Old England is an established locals pub in the heart of St Leonards on Sea, with a strong wet-led trade and plenty of opportunity to build on its existing success. With the beach just 200 metres away and the town centre on its doorstep, there is real potential to attract a wider mix of customers while keeping its loyal regulars at the heart of everything it does. Maintaining competitive pricing, alongside a great atmosphere and a programme of popular live music, karaoke and events, will help the pub continue to thrive.
We are looking for a hands-on, motivated licensee who takes pride in their pub and understands the importance of great customer service, high standards and building lasting relationships with customers. Someone with a flair for marketing, a passion for bringing people together and strong business and financial management skills could take The Old England to the next level, building on what already works while making the most of its fantastic coastal location and potential for further growth.



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