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QUEENS HEAD, BRADFIELD

BRADFIELD, RG7 6EY

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£18,500

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Queen's Head is nestled in the charming and affluent village of Bradfield, Berkshire. Although this rural village offers limited local transport options, the pub's location near major routes, such as the A4, allows for easy access to nearby towns like Reading and Newbury. Its closeness to the M4 motorway also ensures convenient accessibility for visitors traveling from further afield. As the sole remaining pub in Bradfield, The Queen's Head serves as a social hub for the village and an attractive destination for those exploring the scenic countryside.

Pub Layout

Upon entering The Queen's Head via the front door, guests are welcomed by a centrally positioned bar, providing easy access to the entire pub. The bar area is designed to offer a relaxed and inviting atmosphere. Casual drinkers can enjoy the high bar stools and engage in vertical drinking, while to the right, a mix of fixed and loose seating caters to groups, making it an ideal spot for gatherings and special occasions. On the left, the pub features a more formal dining section, perfect for those seeking a sit-down meal. The ample seating, paired with the well-equipped kitchen, positions the pub to handle a high volume of food orders, ensuring a great dining experience. Outside, the pub boasts a spacious, fenced-in garden, offering a safe environment for families. The garden is furnished with plenty of seating and festoon lighting, creating a warm and festive atmosphere. It's an ideal setting for hosting outdoor events such as BBQs, beer festivals, and family fun days. A planned investment will further enhance curb appeal, and maximise trade for the right licensee.

TRADING STYLE

The Queens Head is a community focused pub that successfully combines wet and dry trade, targeting a mid-market clientele. It emphasizes a welcoming, friendly atmosphere and offers a seasonal menu focusing on fresh, high-quality dishes with locally sourced ingredients, likely changing with the seasons to keep the offerings relevant and exciting, real ales with a variety of authentic, traditional beers, appealing to craft beer enthusiasts, a robust offering of wines and spirits, catering to a more sophisticated palate including contemporary drink choices that attract a broader demographic. This creates a versatile pub appealing to both locals and visitors, ideal for casual dining and social gatherings.

ACCOMODATION

Private Accommodation

The private accommodation comprises of three bedrooms, bathroom and lounge.

FINANCIAL

Weekly Rent:£653.85
Estimated Annual Turnover*: £298,515
Security Deposit: £8,500
Working Capital: £5,000
Stock: £5,000
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 'Additional Info' tab.

3+ Private Bedrooms | Beer Garden | Car Park | Cask Ale | Kitchen | Food Preparation Area

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BDM VISION

This opportunity at The Queens Head presents a prime chance for an experienced licensee to capitalise on the pub's unique position in a market with limited competition. There is opportunity for growth with minimal immediate competition, the pub is well-positioned to become the standout destination in the area, particularly for food and drink. Success hinges on the licensee's ability to understand and connect with the local village and beyond. Building strong relationships with the community will be vital to crafting an appealing and relevant pub experience. A seasonal menu focusing on locally sourced ingredients will cater to the mid-market while also drawing food lovers from surrounding areas. A creative licensee could elevate the food offering to make the Queens Head famous for its dishes. The pub's reputation for real ales and a modern brand selection including strong wines and spirits gives the new operator a solid foundation to appeal to a wide range of tastes. A well-structured business plan and marketing strategy will be key to positioning the pub as the best in the area. Leveraging digital and traditional marketing to highlight the food, community feel, and drink offerings will attract both locals and visitors.
There is a large investment planned to improve the external decoration of the pub, improve the flow of the trade space and ensure the site is set up for a great future with the right publicans. 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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