admiral
TAVERNS



WHEATSHEAF, HATFIELD PEVEREL

MALDON ROAD, HATFIELD PEVEREL, CM3 2JF

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£17,500

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

Occupying a large and prominent corner position, this impressive property offers well-defined drinking and dining areas to both the front and rear, creating a flexible and welcoming space throughout the day. Situated in the heart of Hatfield Peverel, the location enjoys a strong village feel while benefiting from excellent connectivity to nearby Witham and Chelmsford, along with easy access to the A12, one of Essex's main arterial routes. Hatfield Peverel boasts a broad and attractive demographic mix, from affluent professionals and young families to long-established and retired residents, providing a balanced and sustainable customer base. The area continues to see significant residential growth, with new housing already delivered and further developments planned and under construction, bringing increased footfall and long-term opportunity. With its standout position, adaptable internal layout, and location at the centre of a growing and well-connected village community, this site is ideally placed to flourish as a vibrant local destination.

Pub Layout

The main entrance opens into a welcoming bar area, one of two distinct bar spaces within the property. This area provides comfortable seating for approximately 20 covers, with additional seating for 10–12 guests positioned at the bar itself, creating a relaxed and sociable atmosphere. The second bar serves the main dining room, a dedicated and well-proportioned space accommodating around 40 covers, ideal for both casual dining and more formal occasions. The pub benefits from well-maintained ladies' and gents' toilet facilities, conveniently located and in good order. Externally, the offering is equally impressive. To the front, a spacious garden with bench seating provides room for approximately 50 covers, making it a popular spot during warmer months. To the rear, a substantial patio area offers seating for a further 60 guests, with 30 covers housed under covered garden pods and an additional 30 on open bench seating. Beyond this, a family-friendly garden features play equipment and seating for around 20, creating an attractive destination for families. Adjacent to the family garden, a separate tea room building offers a charming additional revenue stream, with seating for

TRADING STYLE

This is a well-established, food-led destination pub with a strong local following and a reputation for quality dining and a welcoming, family-friendly atmosphere. Food is a major driver of the business, having achieved sales of approximately £8,000 per week in the recent past, supported by a consistent bar trade that, while quieter during the winter months, averages £2,000+ per week across the year. The kitchen operation is complemented by a varied and engaging food offer, including popular themed food evenings that have historically proved highly successful, a regularly changing weekly specials board that adds variety and repeat appeal, and a well-regarded Sunday roast that continues to draw strong demand from local residents and families. During the warmer months, the extensive outdoor areas become a significant draw, with the patio and gardens well suited to al fresco dining and outside entertainment, both of which have been successfully utilised in the past. The family garden in particular has enhanced the pub's reputation as a relaxed, sociable destination for all ages. With its strong food credentials, proven trading history, flexible indoor and outdoor spaces, and established customer base, the pub is well positioned to continue trading as a vibrant community hub with food firmly at its core, while still offering solid bar sales and opportunities for events and seasonal growth.

ACCOMODATION

Private Accommodation

The accommodation consists of 2 bedrooms, kitchen, lounge Bathroom

Beer Garden | Car Park | Cask Ale | Children Play Area | Kitchen

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FINANCIAL

Weekly Rent: £575.96 -To help you get off to a strong start, an introductory rent significantly below the headline rent of £29,950 will be offered to allow the new licensee(s) to establish and build the business during the early trading period.
Estimated Annual Turnover*: £383,219
Stepped rent structure (introductory period):

- **Weeks 1–12:** £288 per week plus VAT
- **Weeks 13 onwards:** £576 per week plus VAT

Security Deposit: £5,000 required for a Tenancy at Will, building up to £7,500 when progressing onto a 5 year agreement
Working Capital: £7,000
Stock: £3,000
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.

BDM VISION

This pub would ideally suit an experienced licensee or a hands-on couple with strong front-of-house and kitchen skills. With multiple income streams, it offers a varied and rewarding operation, requiring someone who can maintain high standards across food, service, and overall customer experience. Success will come from actively engaging both the local community and visitors, keeping the offer fresh and appealing through regular menu updates, promotions, and events. Strong cost control and confident profit & loss management will help ensure the business runs efficiently and profitably throughout the year. For the right person or couple, this is a fantastic opportunity to take on a well-established, food-led community pub with real potential. With energy, commercial awareness, and a clear vision for growth, you can build on its strong reputation and continue to develop its succes.

FUTURE PLANS

Looking to do an external refurbishment.
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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