



EAGLE, SWINDON

WATCHFIELD, SN6 8TF

AGREEMENT TYPE:

LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:

£7,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Watchfield is a rapidly expanding, picturesque village in the beautiful Vale of The White Horse on the busy A420, Swindon to Oxford road. Watchfield is home to the bustling and affluent Shrivenham 100 business park as well as the residential training facility for the UK Defence Academy. Surrounded by natural history, rolling hills, great walks and loads to see and do for explorers, walkers and photographers, Watchfield is only eight miles north East of Swindon Town centre. Multiple new affluent housing developments are underway in the local vicinity, making the Eagle a gem of a business with scope to grow and develop a traditional pub in the heart of the community.

Pub Layout

As you walk through the front door of the Eagle, the well stocked centrally located bar provides a warm welcome as the 2 zoned bar areas, stretch out either side. To the left, there is a traditional public bar area, which currently hosts a pool table and darts board which could easily be moved around to host live music and various other events. To the right, there are low level tables, chairs and sofas providing a more relaxed atmosphere with an open fire and cosy feel. To the rear of the bar, there is a well-equipped galley kitchen, capable of hosting a traditional 7 day, pub food offer. Doors leads out into a beautiful and enclosed sun trap, courtyard with outside seating and well tended gardens. As the building extends down to the right, there is another area that can be used for additional seating, dining, events and more. There is ample on street parking located around the property.

TRADING STYLE

A traditional community pub serving a good range of cask ale and draught products, alongside a varied selection of wines, spirits and soft drinks. Being at the heart of this small community, there is a well thought out entertainment and events programme that tailors to all. The Eagle is currently trading as a predominantly wet business with a small food offering, however it has the capability to incorporate a good, community focused food offer.

ACCOMMODATION

Private Accommodation

The private accommodation consists of three bedrooms, an office, a living room, a kitchen and a bathroom, all in good order.

FINANCIAL

Annual Rent: £14,000

Security Deposit: Initial deposit of £3,000 building up to £5,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £2,000

Stock: £2,000

Business Rates: £Nil. Based on the April 2023 rating list, the Zero Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes.

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.



Food
Preparation
Area



Open Fire



3+ Private
Bedrooms



Cask Ale



Live Music



Kitchen



Sports Teams



Beer Garden

BDM VISION

We are looking for a licensee who is passionate, has great retail standards and who loves community life. The ideal tenant will put their own stamp on the business and establish themselves within the local community by developing an exciting and compelling food offer and attracting locals, as well as those from the wider community such as the local business park and the military training academy. There is an opportunity to premiumise the wine, spirits and craft beers as well as expand the business and increase footfall by opening all day and introducing a quality food, cake and bakery offer. With the absence of a bakery or cafe in the village, there is huge opportunity to maximise on this potential additional income stream. The new tenant would ideally also be proficient and competent in using social media and local marketing to further drive the business forwards.

