



GOLDEN CROSS, HARVINGTON HARVINGTON, WR11 8PQ

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£11,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Golden Cross pub is located in the heart of the picturesque village of Harvington, just three miles from the market town of Evesham. Evesham sits between Worcester, Cheltenham and Stratford-upon-Avon, all of which are highly populated all year round with tourists. It is a popular village with a good cross section of residents involved in many activities. There is a play group, preschool and first school, active youth group, Baptist and Anglican churches, sports facilities and clubs, as well as rural businesses and good public transport links to Evesham and Stratford. The Golden Cross is at the centre of the community and is a superb example of a traditional village pub that focuses on freshly sourced food, well-kept real ales alongside, great entertainment and good customer service. Families welcomed and dog friendly. Over 1,700 people live within 1 mile of the pub and over 17,000 people live within 10 minutes drive time.

Pub Layout

On entering the pub, you are greeted with a traditional panelled bar that is well stocked with cask ale, a variety of lagers, premium, esteem and core, an excellent choice of wine and a good range of gins and spirits. The right-hand side of the bar presents itself as a dining area complete with a log fire. This area could be sectioned off for private functions and events. The dining area has French doors that lead out to a good sized outdoor area and stepped garden. This is enclosed for the safety of children and backs on to the car park. This space is great for barbecues and events during the spring/summer and has 6 – 8 garden benches. The left-hand side of the bar is more informal with a darts board, pool table, TV and bar tables, this could easily be used for more food covers if desired. The good sized, well equipped commercial kitchen is accessed directly from behind the bar as well as from the dining area. An 8 space car park is located at the rear of the pub.

TRADING STYLE

The Golden Cross prides itself on being the heartbeat of the local community. The current tenants have created a positive community feel with numerous community events such as charity events and fantastic live entertainment. Their live music evenings have been superbly supported. The pub no longer offers a full food menu, but the new licensee should look to focus on providing a traditional pub food menu which includes mid-week offers and lunch time specials to attract clientele from further afield. The bar has a wide range of cask and keg and a good selection of wines and spirits. A good rhythm of the week with darts team, quiz nights, games nights, a variety of music and entertainment gives the people of Harvington and surrounding areas a reason to visit and return.

ACCOMMODATION

Private Accommodation

The private accommodation is located on the first floor of the pub and is all in good decorative order. It comprises of three good sized bedrooms, lounge, kitchen, office and bathroom.

FINANCIAL

Annual Rent: £17,000

Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £3,000

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 INFORMATION



Community
Local



Food
Preparation
Area



3+ Private
Bedrooms



Cask Ale



Live Music



Kitchen



Sports Teams



Car Park

BDM VISION

I am looking for a local, experienced operator. Someone with good knowledge of the community who has experience of running food operations. The operator who will engage at every level, leading and driving their business from the front. They will put their people and their community at the heart of everything they do. Focusing on great retail standards, traditional pub grub, championing cask ales, and encouraging sports teams to drive this business further. Getting involved with village fundraising and events to create loyalty will build on the foundations here which are already sown in. They will have knowledge of all areas of marketing their business and showcasing this throughout social media at every level. The ideal licensee will ideally know the area and have the skills to market, promote and grow the food and wet offer, grow sports teams and launch entertainment, including live music.



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