



Guy Simmonds



Country and Village Inns - at Guy Simmonds in 2012

At Guy Simmonds despite the adverse economic climate, the most sought after licensed businesses – on a national basis are still the traditional country and village pubs. The jewels in the crown are country inns either isolated or in desirable villages, relatively close to affluent catchment areas. The most desirable establishments, whether freehold or leasehold are those which offer letting accommodation and/or have provision to introduce a quality food operation, usually necessary to create a successful destination venue. Guy Simmonds have successfully been prevalent as leading agents in the country pub sector for over 30 years. Our experience and research has shown that this sector remains the most sought after lifestyle choice in the discerning private purchasing domain. There is almost no synergy or correlation to the High Street and City bars sector, which attract a completely difference audience and valuation criteria.

Our latest research from our corporate redundancy training programme illustrates that a restaurant and/or letting accommodation within these businesses are now almost essential pre-requisites for our astute purchasing clients. We are delighted to report at Guy Simmonds in 2012 that our viewings for this type of business are 30% up when compared with the same period for 2011. Our purchasing clients are usually savvy professional people who have often undertaken our training courses and are looking for a profitable going concern. Values for both leasehold and freehold pubs seem to have stabilised and providing the correct valuation criteria is applied relating to the verified accounts, this sector of the market, throughout the country remains buoyant. There are now certainly some excellent propositions on our register now, at extremely realistic prices – thereby producing attractive and lucrative returns for the capital invested by the purchaser.

The caveat applies in 2012, that the days when businesses were valued and marketed on the hype of 'potential' have long since gone – purchasers and their lenders are only interested in businesses with up to date verified accounts and vat returns, together with realistic up-to-date valuations. Our private purchasing clients have often emanated from the private and public sector and are looking for either a change of lifestyle or redundancy has expedited this decision. Naturally, they require a reasonable return from their hard work, endeavours and capital invested, in addition to enjoying a change of family lifestyle.

We are also seeing an influx at Guy Simmonds in 2012 of the private investor client, who remain frustrated at the current insignificant return on their bank savings, but do not want to gamble on the volatile and uncertain stock market. These purchasing clients are instructing us to find suitable freehold country and village inns with a view to often not operating the businesses themselves, but instead creating a new private free of tie lease. Free of tie leases are currently the most buoyant sector of the market and Guy Simmonds have specialised in these for the past 25 years – since we actually own several of these ourselves, at sustainable and successful rentals. We are therefore familiar with all aspects of the creation of these FOT leases and uniquely qualified to advise upon the subsequent management thereof. Our aim is to create an attractive annual income (whilst retaining the freehold asset) for the private investor or retiring freehold publican, whilst at the same time giving the opportunity for the free of tie operator to reap a fair and generous financial reward, commensurate with the hard work necessary to ensure success. Providing a pragmatic annual rental is applied, both the investor (or retiring freehold publican) and the hard working lessee, mutually benefit helping to ensure longevity and success.

We are also retained in 2012 by several more of the ‘new breed’ smaller ‘niche’ independent operating companies, instructing us to find them suitable freehold and free of tie country pubs, on a national basis – to add to their portfolios.

The tied lease model is certainly enduring a difficult and uncertain period, even in the country pubs sector, where the income stream is generally food led. There is undoubtedly a proliferation of unwanted and unviable tied leases languishing on agents and Pub Cos websites, many at extremely optimistic valuations. We implore landlords in this sector to apply pragmatic rentals to ensure that the operator can achieve a fair rewards relating to their hard work and investment. Hopefully, market forces are now dictating and necessitating the imposition of realistic annual rentals, thus reducing the negativity and bad press this sector has received over the past few years.

We are pleased to report that providing a country pub tied lease premium is realistically priced directly relating to trading profits, then we are still finding no shortage of cash buyers. As mentioned however, the caveat applies that the business must be showing a profit in the verified accounts, and this of course is usually directly correlated with a pragmatic annual rental.



On the market with Guy Simmonds is the Admiral Rodney located in the tiny hamlet of Berrow Green in Worcestershire, surrounded by stunning countryside.

This beautifully presented 17th Century Free of Tie Inn has 3 attractive en-suite letting rooms, Lounge, Bar and lovely galleried 45 cover Restaurant with log burner, exposed floors etc. Superb patio/terrace area (circa 50) and large car park culminate in creating a highly lucrative and successful business.

Turnover is circa £300,000 with a realistic rent of £34,000 for this free of tie lease with 16 years remaining. Asking price for this excellent business is £75,000 to include quality fixtures & fittings.

Currently on the market with Guy Simmonds in a wonderful rural location adjacent to the beautiful Cotswold Village of Kelmscott, Oxfordshire is the delightful Plough Inn. This stunning and fully refurbished stone built Cotswold Inn and hotel complete with attached cottage is within the affluent catchment market towns of Lechlade and Burford. Comprising of superb Restaurant with approx. 50 covers, flagstone floors, exposed stone walls, open fire place etc prevalent throughout. Delightful lounge bars plus 8 superb en-suite letting bedrooms (some with 4 poster beds and Jacuzzi baths). Splendid lawned gardens and moorings for 5 boats on the River Thames result in the ideal property and location for gastro style or a fine dining destination venue. Turnover is circa £400,000 and growing. The price for the freehold entirety is £895,000.





New on the market with Guy Simmonds is the stunning and highly profitable riverside inn and restaurant - The White Hart in the superb location beneath Stopham Bridge on the banks of the River Arun, West Sussex.

This destination inn comprises of Dining Areas, Lounge Bar and Snug with lovely river views. The riverside lawned beer garden accommodates circa 120 customers. Turnover is circa £400,000 with an excellent net profit in excess of £50,000.

The long Enterprise Inns lease has approx. 20 years remaining at a pragmatic annual rental of £31,000 on a partial tie agreement. The realistic asking price is £79,950.

Currently on the market with Guy Simmonds and just reduced in price is The Grapes Inn opposite 'Scaling Dam' on the edge of the North Yorkshire Moors. This outstanding and profitable freehold country inn/restaurant comprises of Main Bar, Dining Room, Pool Room and Snug bar. There are 5 en-suite letting bedrooms plus 4 further bedrooms in the owners' accommodation, with the possibility of change of use to a residential dwelling (STPP).

The Turnover is circa £270,000 with excellent profits of £80,000.

The price for the freehold entirety is £375,000.

