



HALL & WOODHOUSE
BUSINESS PARTNERSHIPS

RED LION

Church Road, Mortimer West End,
Reading, Berkshire, RG7 2HU



69



160



31

The Red Lion is a high quality village pub, located just outside Mortimer, a large picturesque village in the heart of Berkshire. The pub represents a fantastic opportunity to build on a well established reputation with locals and visitors to the area. The recently upgraded, spacious garden has made the pub even more attractive to guests through the summer months.



The Red Lion is tastefully and traditionally decorated with a double aspect log burning stove at one end and a large open fireplace at the other. The central bar area has two distinct dining areas either side, plus toilet facilities at both ends of the pub. There is a small patio area to the front of the pub which captures the evening sun and is a delightful space for guests to enjoy their favourite tipple. A further enclosed patio area sits adjacent to the car park and main pub entrance, and the beautiful, spacious new garden is at the rear, with stunning views over open fields.



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MEET THE BUSINESS DEVELOPMENT PARTNER

“ The ideal applicants for the Red Lion are operators with fresh ideas and a strong catering background. I’m looking for applicants who are passionate about immersing themselves in the local community, as well as delivering a high quality and consistent food, beverage and hospitality offer. ”

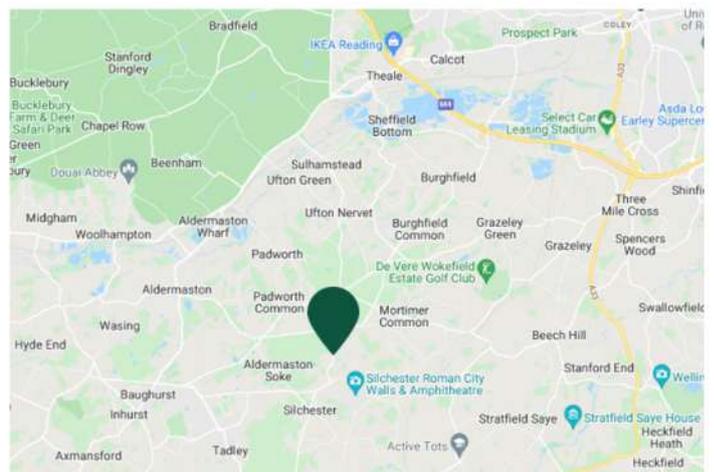
Tony O'Neill - Business Development Partner, South East Region



LOCATION - MORTIMER

Mortimer is a picturesque village, well serviced with local amenities, including two supermarkets, cafes, a doctor's surgery, pharmacies and leisure facilities. Residential development is rapidly taking place, with 400 new properties planned over the next few years. Mortimer benefits from a train station, which is currently being upgraded in preparation for the opening of the Crossrail Hub.

This traditional country pub attracts a wide cross section of guests from the surrounding area, and is popular with passing cyclists and walkers using the many circular walks and the nearby Roman Road, the Devil's Highway.



TOP LINE FIGURES

- Rent: £33,250 per annum
- Initial Investment: £25,000
- Fair Maintainable Trade* (FMT) Turnover: £387,000

FULL INVESTMENT BREAKDOWN

- Deposit: £7,500
- Training Fee: £1,200 inc VAT
- Working Capital: £10,000
- Fixtures & Fittings: circa. £28,500 TBC (Inventory is an estimate net of VAT. Loan facilities are available for the purchase of fixtures and fittings).
- Change of DPS Fee: £200 inc VAT
- Digital Assets: £200 inc VAT

TRADE

Last 3 year Volume	Beer & Cider - Barrels	Wines - Litres	Spirits - Litres	Soft Drinks - Litres
Current Year - Month 1	8	120	10	121
Last Year*	68	760	50	1429
2 Years Previous*	59	380	35	1534

The Red Lion enjoys a strong and balanced lunchtime and evening trade, with a wide range of guests both from the local area and visitors enjoying the surrounding countryside. This pub benefits from a well established reputation for a quality food and hospitality offer.

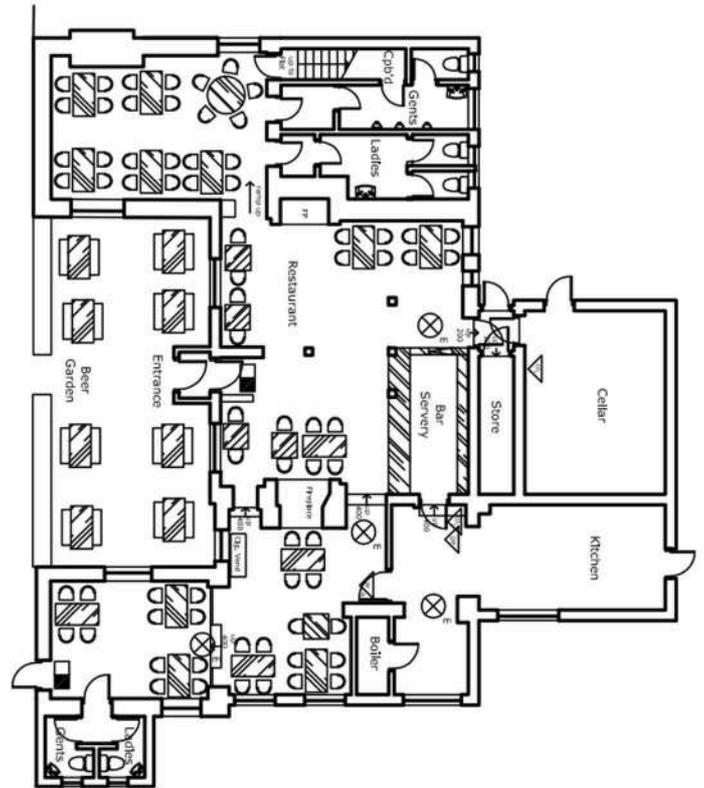
*Trade volumes have been affected by Covid-19 lockdown closure periods.

ADDITIONAL INFORMATION

- Estimated Wet/Dry Split: 35%/65%
- Available From: 01/08/2022*
- Business Rates: £12,449
- Closing Date: 30/04/2022

*Or sooner by negotiation

THE PUB FLOORPLAN



YOUR HOME

The private accommodation is spacious, with 3 double bedrooms and a large lounge.

- 3 bedrooms
- Private kitchen
- Lounge
- Bathroom

First Floor Plan
Scale 1:100

