



**HALL & WOODHOUSE**  
BUSINESS PARTNERSHIPS



140



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# AMBERWOOD

154 Ringwood Road, Walkford, Christchurch, BH23 5RQ

The Amberwood presents a great opportunity to take a much loved, long established and successful business onto the next level. This Dorset pub to rent is in Walkford, a residential area near the bustling town of Christchurch, and is close to the beautiful New Forest and the beaches of Highcliffe. The business combines a strong dining trade, a busy, vibrant bar and numerous functions, so applicants will need to be skilled hospitality professionals with drive to build on the loyal guest base.



The Amberwood is easily accessed off the Ringwood Road either by car or on foot. The entry is via a lobby and opens into the main bar area which has a mix of fixed seating and moveable tables with a capacity of circa 40. Adjacent to the bar is the entrance to the dining areas which are currently partitioned and have circa 70 covers, laid out flexibly to allow for larger parties. In addition there is a smaller area which can be used for seating up to 30, either for regular dining or small parties, wakes etc. The pub is carpeted throughout and fitted out to a high standard, with a style suited to its more senior clientele. Internally the trading spaces are served by toilets and disabled facilities on the ground floor, with a large cellar cited just behind the bar. The large kitchen is ideally located adjacent to the dining areas and is well equipped, with walk-in fridge facilities. We are exploring potential investment schemes with the right Business Partner to make sympathetic changes internally to extend the guest appeal and blend the trading spaces, instead of distinct dining and bar areas. Externally, the car park is well designed and can accommodate up to 25 vehicles. The current external trading area is situated opposite the entrance and smoking area, but we are looking at landscaping an area adjacent to the pub so this becomes a real enhancement to the current provision.



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## MEET THE BUSINESS DEVELOPMENT PARTNER

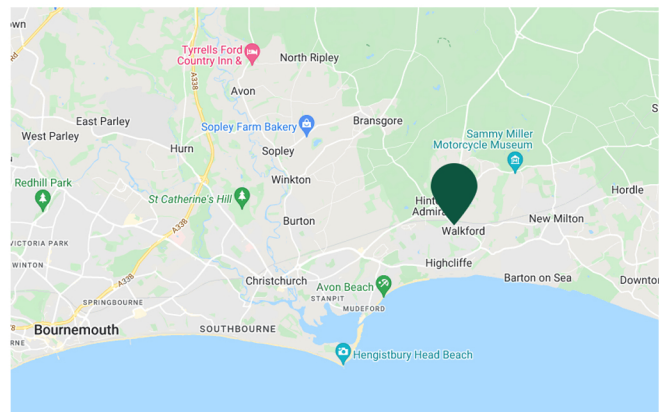
“ The Amberwood is an outstanding pub and the business and will require an experienced and flexible operator. For many years it has combined a busy bar trade with a loyal customer following for food, and any operator would need to be able to maintain this and add a younger market through a more contemporary feel and offer. Functions, especially wakes, are a key aspect of the site with an ability to attract and manage this aspect a key. We’re looking for applicants with great marketing skills, strong financial management and a passion for hospitality. ”



Ian Pearson - Business Development Partner, South West Region

## LOCATION - CHRISTCHURCH

The Amberwood is located in Walkford, a quality residential area on the outskirts of Christchurch and Highcliffe in the desirable region of Dorset. The pub is in a busy area on the edge of the New Forest and within a couple of miles of many popular beaches, so a high number of tourists visit the area to boost the local population. This is helped by being within easy reach of the A35 and walking distance of Hinton Admiral train station. The current Business Partners have been very successful in attracting locals through a great quality offer which appeals to a more senior guest base. The pub has had a long association with holding wakes which will be further enhanced as a new crematorium is being opened within 2 miles.



## TOP LINE FIGURES

- Rent: 9% of turnover with base of £62,500 per annum
- Initial Investment: £53,500
- Fair Maintainable Trade\* (FMT) Turnover: £816,000 per annum

## FULL INVESTMENT BREAKDOWN

- Deposit: £7,500
- Training Fee: £1,000 plus VAT
- Working Capital: £10,000
- Fixtures & Fittings: £35,000 including loose catering equipment (Inventory is an estimate net of VAT. Loan facilities are available for the purchase of fixtures and fittings).

## TRADE

Last 3 year Volume	Beer & Cider - Barrels	Wines - Litres	Spirits - Litres	Soft Drinks - Litres
Current Year*	175	2760	200	2280
Last Year*	141	2080	140	1660
2 Years Previous	254	3610	260	3140

As The Amberwood attracts trade from several different markets it benefits from trading consistently through both daily and weekly sessions. The senior market primarily frequent daytime and early evening dining sessions, whilst the bar has a buoyant early evening trade. Later in the evenings the guest base is generally younger and this is also reflected when live entertainment takes place. Naturally the large number of wake functions take place during the day.

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

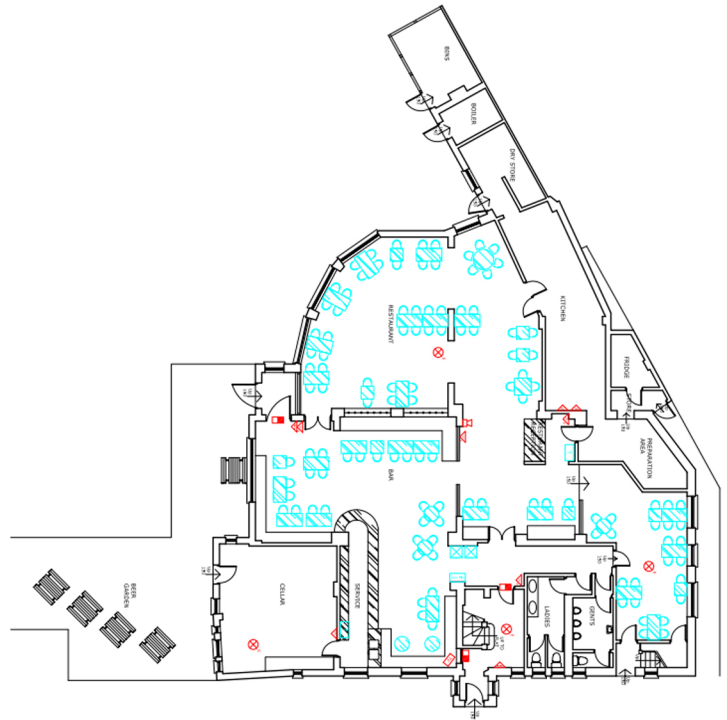
## ADDITIONAL INFORMATION

- Estimated Wet/Dry Split: 50%/50%
- Business Rates: Approx. £31,218
- Available From: 01/07/2022
- Closing Date: 01/04/2022



## THE PUB FLOORPLAN

With multiple guest entrances, there is great flexibility and potential.



## YOUR HOME

The accommodation at the Amberwood is really extensive and is accessible from either the pub or from the road. The accommodation comprises 4 large bedrooms, a bathroom/wc, a second shower/wc, a kitchen, office and two lounges. The lay out allows a certain degree of flexibility as it has the potential to be split into different areas.

- 4 Bedrooms
- Private kitchen
- 2 Lounges
- 2 Bathrooms
- Office