



HALL & WOODHOUSE
BUSINESS PARTNERSHIPS

SILENT WOMAN

Coldharbour, Wareham, Dorset, BH20 7PA



The Silent Woman is a character property situated in the midst of Wareham Forest, an area popular with locals, diners and holidaymakers. This pub has strong kerbside appeal and benefits from an attractive patio to the front and great garden areas which can be exploited further. The pub is in good condition, but we are looking to work with a new operator to invest in the business to maximise trade and open up new income streams.



The unusual pub name of 'The Silent Woman' originates from a local legend that the pub was used as a smugglers haunt with the narrative of a talkative landlady who gave away the smugglers' secrets in Wareham market place. Fearful of capture by the ever-present Excise Men, the smugglers silenced her by cutting out her tongue hence the pub name. During its history the pub has also been called The Angel and The Quiet Lady from Thomas Hardy's novel, *The Return of the Native*.

The pub has a prominent A road location with an attractive patio and landscaped area to the front. On entering the pub, you'll notice that the interior is in great condition and although dated in style, there is potential for investment in this site. The bar area is comfortable and is suitable for mixed drinking/dining with a feature copper bar top. The dedicated dining areas are extensive and can be partitioned for functions and weddings, or for more intimate dining. The toilets, kitchen and cellar are all conveniently located on the ground floor making the pub straightforward for volume trade sessions. The route to the gardens is to the side of the building, with an enclosed area for families, as well as beautiful and extensive grounds which can be utilised for camping and large events.



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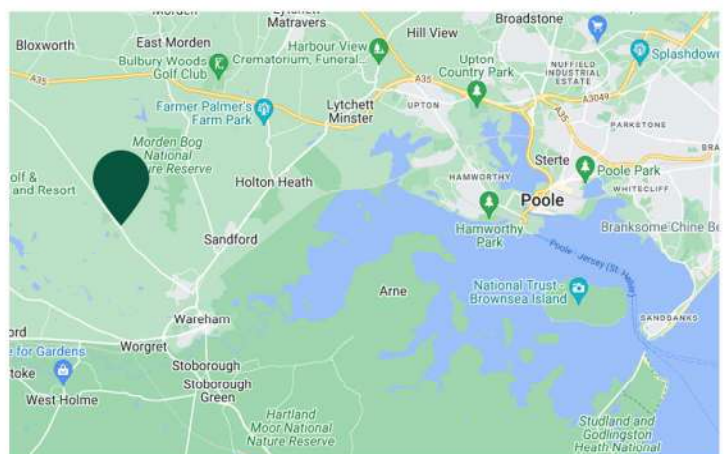
MEET THE BUSINESS DEVELOPMENT PARTNER

“ Given the unique location and available space offered by the Silent Woman, there is considerable potential to develop the business here in many different ways. The pub already has a licence as a wedding venue so the ideal applicant will have an entrepreneurial edge as well as being able to cope with the varied dining demands of the eclectic guest base. A background in a range of catering styles would be a distinct advantage, as would a creative flair for developing alternative income streams such as camping. ”

Ian Pearson - Business Development Partner, South West Region

LOCATION - WAREHAM

The Silent Woman sits in the middle of the picturesque and busy Wareham Forest, close to several large tourist caravan/camping sites and within a 15 minute drive of the thriving South Dorset town of Wareham. Consequently the guest base is wide and varied, with the pub attracting campers, walkers, and daytrippers, as well as being a destination dining venue for the nearby populations. Due to its rural location, transport by car is undoubtedly the most popular way of visiting the pub, although during the summer there is significant walking trade from the campsites. Poole, with its beautiful natural harbour and all of its seaside amenities, is only a short drive away.



TOP LINE FIGURES

- Rent: Turnover Rent at 9.5% of FMT. Base £36,250
- Initial Investment: £40,000
- Fair Maintainable Trade* (FMT) Turnover: £444,000 per annum

FULL INVESTMENT BREAKDOWN

- Deposit: £7,500
- Training Fee: £1,200 inc VAT
- Working Capital: £10,000
- Fixtures & Fittings: £50,000 (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	65	1330	50	1140
Last Year*	66	1140	60	1800
2 Years Previous*	22	570	30	600

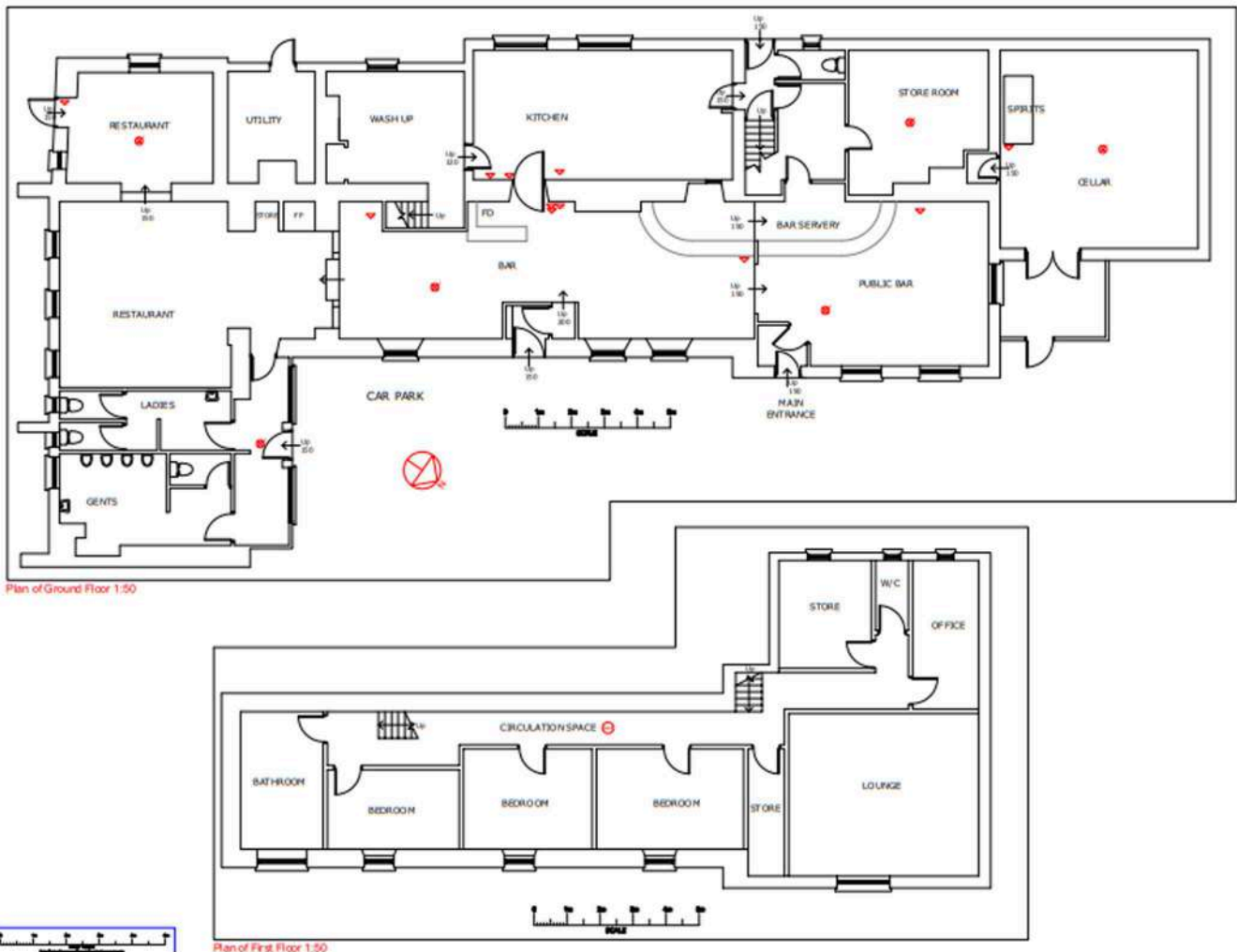
The key to successful trading at the Silent Woman is to combine the various income streams so that the peak summer months are complemented by a strong guest base throughout the year. To achieve this, we're looking for an operator(s) who can deliver premium evening and weekend dining all year round, with high volume family-driven business during the summer and holiday months.

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

ADDITIONAL INFORMATION

- Estimated Wet/Dry Split: 45%/55%
- Business Rates: £11,800
- Available From: November 2022 (earlier by agreement)
- Closing Date: 01/08/2022

THE PUB & FIRST FLOOR FLOORPLAN



YOUR HOME

Like the rest of the pub the upstairs accommodation is in excellent condition, comprising 3x bedrooms, an office, bathroom, lounge and store rooms. The catering kitchen is shared as a domestic kitchen.

- 3 bedrooms
- Catering kitchen shared as domestic kitchen
- Lounge
- Office
- Bathroom
- Store rooms