



Introduction

The George Inn is a quintessential Village Pub and Inn nestled in the pretty village of St. Briavels in the Royal Forest of Dean. Flanked by the 12th Century castle reputed to be the most haunted in the country, St Briavels also has a primary school, church and weekly Farmers market. The George has the benefit of 3 letting rooms which can be lucrative income stream from the many visitors to the area.



Trading Potential

The George Inn is ideally located in the pretty village of St. Briavels and is the hub of the community. With low beamed ceilings and wood burning stoves the pub really gives a warm ambience. Benefiting from 3 En suite letting rooms and dining covers for circa 65 there is a potential here to build on an already solid business by extending trading hours and marketing the letting rooms. We believe that the Business current operates with a 50 / 50 split of wet and food.

New Business Partner Profile

The new Business Partners here will ideally be owner operators with one or both partners having a good level of catering experience to drive the food offer. Knowledge of managing and marketing lettings rooms would be an advantage to utilize the great potential here. A willingness to interact in a village and become key member of the community would be an attribute.

Trade Areas / Letting rooms

Entering the pub from the rear car park and patio area this takes you past the customer facilities and into the main bar, divided into 4 snug sections the pub can easily accommodate 65 diners. Log burners keep the area warm on cold winters nights. Letting rooms are accessed from the bar and consist of 2 double and 1 twin bedded rooms with en suites. The full catering kitchen has been recently refurbished and benefits from a separate dry goods store and wash up / prep area with large walk in chiller.

External Areas

To the rear of the pub is a large patio area with smoking shelter and 12 wooden benches which overlooks the castle. There is a car park for approx. 15

Domestic Accommodation

The accommodation is accessed from the bar and private entrance via the courtyard and comprises of a large lounge, bathroom, two double bedded rooms one with an ensuite, and a kitchen.



Capital Required

Fixtures & Fittings estimated to be	TBC
Stock estimated to be	£4,000
Security Deposit	£8,000
Minimum working capital required	£5,000
Total (circa) without fixtures & fittings	£17,000