

MARKETING & VIABILITY REPORT

**Oddfellows Arms
91 Main Street
St Bee's
Cumbria
CA27 0AD**



**Prepared by
James Boshier, Everard Cole**

Our Ref: JB27102925SB

Contents

1. Background and Instructions
2. Location and Property
3. Market Commentary
4. The Economic Viability of Public Houses
5. Marketing
6. Trading Assessment
7. Conclusion
8. Professional Declaration

THE PROPERTY

The Oddfellows is a good-sized former community public house. A stone built end of terrace property rendered and painted to all elevations. Inner entrance porch leading through to the lounge bar currently seating approximately 25 persons on fixed perimeter seating and low stools around wooden top tables, part exposed stone walls and exposed ceiling beams giving character throughout with a bar servery to the corner of the room. To the left hand side of the property is the back bar which also is used for private functions having its own bar servery that interconnects with that of the lounge for ease of operation. Commercial catering kitchen with extraction and a range of commercial catering equipment. Beer cellar and bottle store.

The living accommodation is located over the first floor and briefly comprises of 3 bedrooms, lounge, bathroom and kitchen. Externally there is a small patio area leading down to the car park for approximately 5 vehicles and a single garage.

MARKET COMMENTARY

Following two years of pandemic restrictions, swathes of outlet closures and an inflationary crisis impacting businesses and consumers alike, much of the hospitality sector still remains at risk or is on life support. Indeed, in the UK market, we have lost one in five hospitality businesses; having shut their doors for good in the past four years amidst untenable market conditions. It has been a challenging period for those trying to juggle rising costs, fluctuating consumer demand and government policy, all the while struggling to attract talented staff to deliver the hospitality on which such businesses depend.

Analysis showed the number of pubs in England and Wales fell by 239 in the first quarter of 2024 – almost 80 a month and a further 214 in the second half of the year. The closures came in the months immediately preceding above-inflation increases to both business rates and wages, which significantly increased the cost burden for hospitality businesses by a total of £3.4 billion.

Inflationary pressures began to ease towards the middle of 2024, with Foodservice Price Index (FPI) rates dropping to 3.1% in July. It meant that food inflation fell for 13 consecutive months, bringing respite to businesses and consumers who have faced historically high prices across food and drink, however through the back end of 2024 and the first quarter of 2025 food costs continue to rise and we are seeing the highest ever prices for meat and poultry.

Britain's leading hospitality groups reported year-on-year sales growth of 1.3% in August 2024, according to recent data. Hospitality businesses have now achieved like-for-like increases in every month of 2024, except for April. However, the August results also marked the second successive month of below-inflation growth. Managed pubs outperformed the sector as a whole in August, with year-on-year growth of 2.9%, while restaurants achieved a 0.8% increase. Bars, meanwhile, saw a drop of 9% in sales.

In September 2025 data from the Office for National Statistics showed that there were 98,000 vacancies in food service and accommodation, falling below 100,000 for the first time since the pandemic. However vacancies remain 5,000 higher than pre-pandemic levels of 93,000

The long standing dispute with ASLEF, RMT & TSSA caused multiple one-day strikes since the dispute began in June 2022. ASLEF members backed a pay deal in September 2024 which hopefully draws a line under further strike action that is estimated to have cost hospitality businesses £3.5 billion in lost sales.

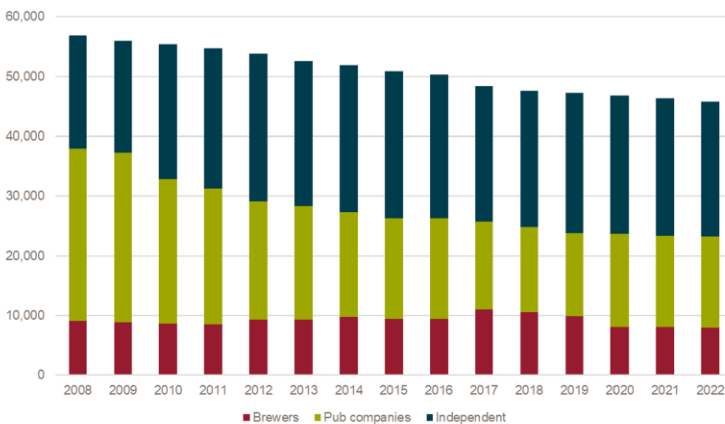
Despite this encouraging news there remains concern with the end of business rates relief in 2025, with the hospitality sector facing a £928m bill. Hospitality and leisure businesses will see their bills increasing and in some cases quadrupling which may stifle this recovery. A lower, permanent and universal rate, or 'multiplier', for hospitality has been proposed but with recent hikes in employer NI contribution and higher rates liability, many hospitality businesses will struggle.

Even before Covid 19, hospitality was considered higher risk than other commercial sectors and bank finance was difficult to obtain, often with disproportionately high interest rates over and above high base rates.

As a company we request details of finance following any offers, for all properties we market, reducing the risk of abortive negotiations.

Number of pubs in the UK

Pub numbers have continuously fallen over the last 15 years. Most of this appears to be a reduction in the number of pubco-owned pubs – 50% of pubs are now independent.



Continuous steady fall in number of pubs since 1990, the rate of pub closures has accelerated in recent years before slowing during the pandemic while support was in place.

Period	# pubs at start	# pubs at end	Closures	Closures per year
1990 - 2000	63,500	60,800	2,700	245
2000 - 2008	60,800	56,900	3,900	488
2008 - 2012 (financial crash)	56,900	53,800	3,100	775
2012 - 2020 (Pre pandemic)	53,800	46,800	7,000	875
2020-2022 (Pandemic onwards)	46,800	45,800	1,000	500

COMPARABLES EVIDENCE:

To support the sale the valuation was based on our market knowledge of similar properties sold in similar areas across the region, adopted on a comparable valuation basis.

Location		Sale details		
Address	Postcode	Deal date	Tenure	Achieved price (£)
The Lion Hotel, Woodhouse Road, Whitehaven, CA28 9LL	CA28 9LL	13/02/2025	Freehold	100,000
Royal Oak, King Street, Whitehaven, CA28 7LA	CA28 7LA	24/10/2024	Freehold	65,000
Park Head Inn, Egremont, Egremont, CA22 2RP	CA22 2RP	14/03/2024	Freehold	290,000
The Griffin, Mill Street, Frizington, CA26 3SQ	CA26 3SQ	14/04/2021	Freehold	210,000
Cat Inn, 25, Main Street, Egremont, CA22 2DR	CA22 2DR	22/02/2019	Freehold	110,000
The Crown, Bowthorn Road, Cleator Moor, CA25 5JU	CA25 5JU	20/01/2017	Freehold	150,000
Entire Building, The Robin Hood, 128, Bowthorn Road, Cleator Moor, CA25 5JG	CA25 5JG	15/05/2016	Freehold	125,000
2, Senhouse Street, Whitehaven, CA28 7ES	CA28 7ES	23/03/2016	Freehold	95,000

EQUIVALENT ALTERNATIVE FACILITIES/ LOCAL PUBLIC HOUSE COMPETITION:

There are a number of public houses, hotels and restaurants located in the area surrounding the Oddfellows Arms within a 10 miles radius. These alternative venues not only offer alternative facilities to the local community but would also be direct competition to any party seeking to continue trading the Oddfellows. There are a number of pubs in the village that provides identical services to that of the Oddfellows and would be seen as direct competition and sharing the village trade between 4 licensed outlets would put all businesses at risk of failure which might result in a couple businesses closing its doors. A brief look at other pubs in St Bee's.

It is very clear you need to offer more than just a community pub to survive in St Bee's, you need multiple income streams from Bar, Food and Accommodation.

The Manor Inn



Better located than the Oddfellows being 1 minutes walk from the train station, having private parking and 7 en suite letting bedrooms. The Manor also offers food which the Oddfellows didn't.

The Queens



Central location with 9 letting bedrooms and separate restaurant nice rear beer garden something again that the Oddfellows doesn't have. Good food servered all week.

Seacote Hotel



Prime position overlooking the Irish sea, having 25 bedrooms, restaurant, function room and large bar area offers everything the Oddfellows doesn't or can't due to location and size

The Albert Hotel (Currently Closed)



Located close to the station offering 7 letting bedrooms and bar area. No food offer.

MARKETING

Everard Cole were originally instructed on 10th April 2024 to explore a sale of the freehold interest. The business was closed at the time, so we approached existing operators with active requirements from our database. The likes of Valiant Pub Co, Punch Taverns, Red Oak Taverns all rejected the site, due to renovation costs, remote location, layout and a history of poor trading.

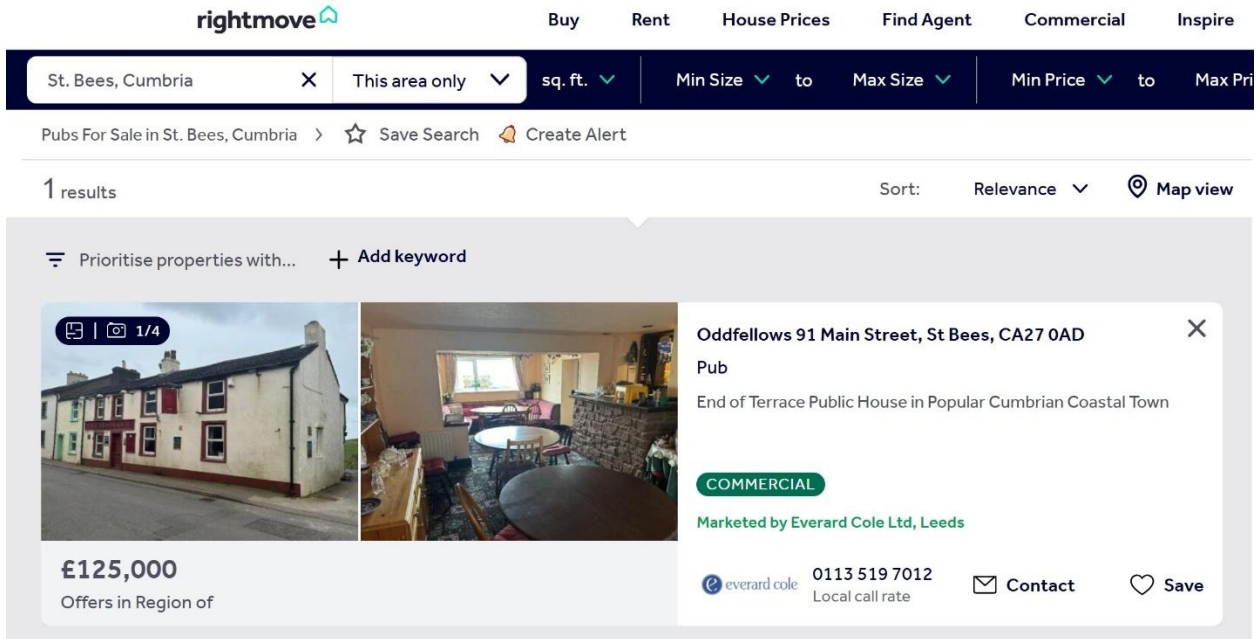
I can confirm that we were instructed to go to market at an asking price of £195,000 Plus VAT with little interest, as the property was significantly deteriorating we reduced the price to £150,000 Plus VAT, and then again to £125,000 Plus VAT, We received immediate interest resulting in 14 viewings on the property which then resulted in 4 offers, all of which were from local developers for change of use to residential, there was no interest for continued pub use due to demand in the area and the significant cost required to bring the property into a tradeable condition. The Sale completed in May 2025.

The decision was made by Admiral Taverns to sell the property due to the lack of trade and the property being in constant debt and the rental levels in constant decline. Beer volume of 23.5 barrels in 2023/24 which is less than half a barrel pw, in better terms 127 pints pw or 18 pints sold per day, even looking at 2022 figures of 69 barrels this only equates to 54 pints per day. The other issue Admiral faced were the maintenance costs, windows needed replacing, new heating system and new roof in addition to general repairs required to let the property in a safe legal and compliant condition.

The property was openly advertised on our own website www.everardcole.co.uk Daltons Commercial and Rightmove Commercial as well as having a For Sale board erected on the property.

Copy Advert as Follows:

Rightmove





rightmove Buy Rent House Prices Find Agent Commercial Inspire

St. Bees, Cumbria × This area only ▼ sq. ft. ▼ Min Size ▼ to Max Size ▼ Min Price ▼ to Max Price ▼

Pubs For Sale in St. Bees, Cumbria > ☆ Save Search 🔔 Create Alert

1 results Sort: Relevance ▼ 📍 Map view


☰ Prioritise properties with... + Add keyword

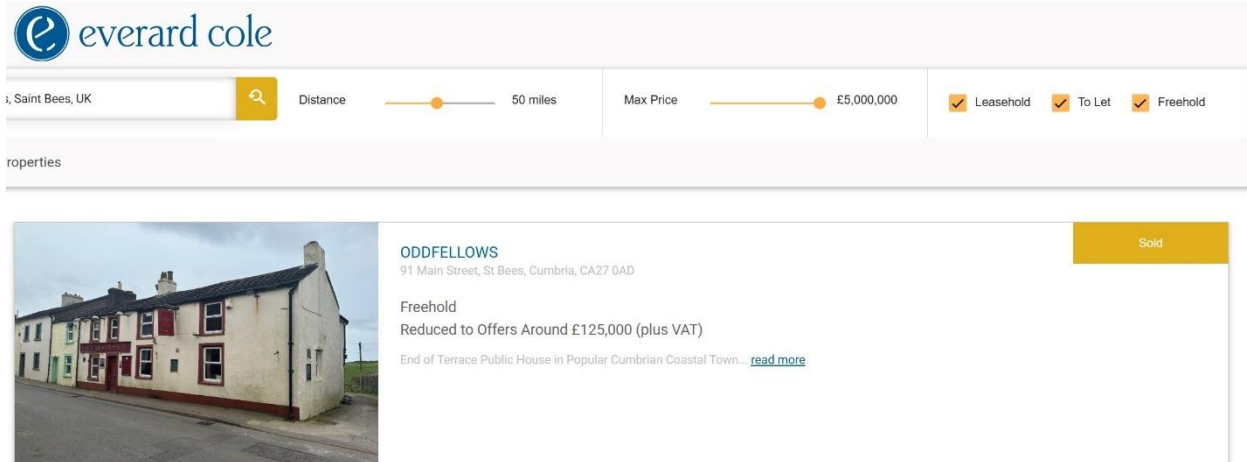
£125,000
Offers in Region of


Oddfellows 91 Main Street, St Bees, CA27 0AD ×
Pub
End of Terrace Public House in Popular Cumbrian Coastal Town

COMMERCIAL
Marketed by Everard Cole Ltd, Leeds

 **0113 519 7012**
Local call rate ✉ **Contact** ♡ **Save**


Everard Cole Website



 everard cole

St Bees, UK 🔍 Distance 📏 50 miles 📏 Max Price 📏 £5,000,000 ☑ Leasehold ☑ To Let ☑ Freehold

0 properties



ODDFELLOWS
91 Main Street, St Bees, Cumbria, CA27 0AD

Freehold
Reduced to Offers Around £125,000 (plus VAT)
End of Terrace Public House in Popular Cumbrian Coastal Town... [read more](#)

Sold

SALES PARTICULARS

Original Sales Particulars at £195,000



Oddfellows

Freehold
Offers Around **£195,000** (plus VAT)
Oddfellows, 91 Main Street, St Bees, Cumbria, CA27 0AD

AT A GLANCE

- End of Terrace Public House
- 2 Bar Operation
- Car Park

- Coastal Village Location
- Views Over the Irish Sea
- 3 Bedroom Accommodation



Viewing And Further Information

James Boshier
0113 450 8558
07919 05852
james@everardcole.co.uk






PROPERTY

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Commercial catering kitchen with extraction and a range of commercial catering equipment. Beer cellar and bottle store.

The living accommodation is located over the first floor and briefly comprises of 3 bedrooms, lounge, bathroom and kitchen.

Externally there is a small patio area leading down to the car park for approximately 5 vehicles and a single garage.

PLANNING

We are advised that the property is not listed or in a flood zone.

UTILITIES

All mains services are connected.

MEASUREMENTS

Total site area is 0.094 acres with a building footprint of 1475 Sq Ft. (Measurements have been taken from a digital mapping platform)

FIXTURES & FITTINGS

The Fixtures & Fittings that remain on the premises at the time of completion will be included in the sale. Any third party owned items, such as beer raising and cellar cooling equipment, branded items, gaming machines etc, will be excluded. An inventory will not be provided. The vendors will not be required to remove any such items that remain on the premises.

THE BUSINESS

Our client has not operated the business and until recently leased the property out therefore has no knowledge on revenue streams.

RATES & CHARGES

The Rateable Value has been assessed at £3,800. We advise any interested parties to make their own enquiries.






Reduced Price Sales Particulars at £125,000



Oddfellows

Freehold
Reduced to Offers Around **£125,000** Plus VAT
Oddfellows, 91 Main Street, St Bees, Cumbria, CA27 0AD

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ECONOMIC VIABILITY

When assessing the viability of a public house there are a number of factors to be considered. It is appropriate to consider the locational and physical characteristics of the property together with its existing local competition. These considerations allow a judgement to be made over the trading potential.

It is desirable to review financial information recording past trading performance, if available to help make the required judgement over future potential. The BBPA have also produced documentation to assist pub tenants when assessing public house operational costs.

In addition, the Campaign For Real Ale (CAMRA), has published a 'Public House Viability Test' which identifies a number of factors they consider are appropriate when appraising a pub's trade potential. It should be noted the CAMRA paper is not adopted planning policy, but it can be used as a guide to appropriate considerations.

Having regard to planning policy, I believe there are three issues to be addressed when considering the viability of The Oddfellows as a public house:

- The remote location of the establishment would make it extremely difficult to nurture and support any stable trade
- The fact that there are a number of reputable and established public houses within the village.
- The general condition of the building and the capital expenditure required to bring the property, not only to a safe, legal and compliant standard but repairs and cosmetic refurbishment including roof replacement, window replacement and a plan to tackle the ever increasing damp penetration.

TRADING ASSESSMENT AND VIABILITY OF THE ODDFELLOWS:

Admiral Taverns had been unable to source a long-term tenant to operate the site.

Admiral Taverns do not operate the business and therefore do not see trading information but can track performance via the barrellage, as the tenant have to purchase all beer, cider and stout, (bottled and draught) through the landlord under a purchasing obligation. However, the pub has now been closed for over a year, the barrelage figures are historic and would not provide a realistic reflection of current trading levels.

Changing market conditions and consumer trends have led to an appreciable increase in the financial threshold for a viable Public House. This is due to increased staffing and utilities costs, increased VAT and a requirement to provide a more comprehensive service to attract custom.

It is now generally accepted in the sector that a licensed property needs to achieve a turnover of over £6,000 per week, net of VAT, to provide sufficient margins for a long-term return on investment to operators and tenants.

Our assessment of turnover would be in the region of £1,500 - £2,000 per week which would generate a significant loss as a business and therefore not viable to open the doors to trade.

The latest business rates were set at £3,800 by the VOA showing that trading conditions were not great and the business was struggling, this is compared to the main competitors The Manor= £20,000,

The Queens = £16,900, The Albert (Closed) = £6,000 and the Seacote Hotel = £42,500, this proving that the Oddfellows was the weakest business in the area.

CONCLUSIONS

Location

The Oddfellows, yet close to other local villages and towns is still classed as a 'Drive To' public house which see's a fair degree of seasonality and there are more well located public houses in the area that suit the locals needs. The pub is simply not viable supporting the village and surrounding villages.

Trading Performance

Trading performance of the Oddfellows has been insufficient, to support an owner operator or tenant, cover rent or mortgage payments, or other operating costs associated with the business.

Condition

The property has been closed for over a year. The building requires substantial investment to be capable of being reinstated as a public house. Urgent essential repairs estimated as follows:-

- Roof – Full replacement
- Electrics, Plumbing & Central Heating
- Fixtures & Fittings – Full overhaul
- Re plaster following damp works
- Full decoration throughout
- TOTAL- £250,000 (Excluding stock or working capital)

Trading Performance

Historic trading performance of the Oddfellows was insufficient for Admiral Taverns to consider investing into the building, hence the decision to sell the property.

Competition

There is a wide variety of existing and competing provision of public houses serving food within a few miles of the subject property.

Finance

It is an accepted fact that even before Covid 19, public houses were considered high risk and funding was difficult to obtain, often with disproportionately high interest rates over and above high base rates. This is accentuated under current economic conditions with access to funding limited to existing businesses with collateral, or high net worth individuals.

Closure

The number of pubs closing increased dramatically this year with an average of 50 pubs a month closed for good across England and Wales during 2024/25, with experts warning that tax rises in 2025 could make it even harder for some businesses to keep their doors open.

Analysis by the real estate intelligence company Altus found that 305 pubs were forced to shut their doors permanently in the first six months of the year, meaning the number of pubs in England and Wales fell to 39,096 at the end of 2024. The total figure also includes pubs that are vacant and being offered to let, meaning the number of operational pubs is even lower.

Viability

The property has been marketed for a reasonable period at a fair guide price, based on comparable evidence. Whilst no interest was received for existing licensed use, Given the condition and restrictions of the property and the trading assessment, it has been proven The Oddfellows has no viable future as a public house. I believe the decision by Admiral Taverns to sell the property also supports this assessment.

The following article was released on 2nd June 2025 by UK Hospitality:

One third of hospitality businesses now operating at a loss: One third of hospitality businesses are now operating a loss following the £3.4bn of additional costs that hit the sector in April – an 11-percentage point increase on the last quarter, according to new research. The survey by UKHospitality, The British Institute of Innkeeping, the British Beer & Pub Association and Hospitality Ulster, also revealed six in ten have had to cut jobs, and 63% have reduced the hours available to staff in order to try and mitigate the increases and stay afloat. The trade bodies said the findings lay bare the impact of recent increases to employers' national insurance contributions and the changes to business rates on hospitality businesses. More than half of operators said they have been forced to cancel investment and, with 76% of hospitality operators reporting they have had to increase prices, there is also a knock-on effect to consumers and the wider economy. In a joint statement, the trade bodies said: "The government seems to be setting itself up to miss its own targets with these most recent cost hikes for the hospitality sector. Hospitality is vital to the UK economy but is under threat from ongoing costs rises, which the April increases have only exacerbated. Jobs are being lost, livelihoods under threat, communities set to lose precious assets and consumers are experiencing price rises when wallets are already feeling the pinch. The government must act urgently to mitigate for the changes to employers' national insurance contributions and deliver on its promise of root and branch business rates reform. The overall tax burden on our sector must be reduced, including consideration of the long-standing ask of a VAT cut for the sector, so the hospitality industry can return to investment, job creation and growth in communities the length and breadth of the country."

I trust that all the above information is acceptable to you and please do not hesitate to give me call if you have any questions.

DECLARATION

I confirm that I have made clear which facts and matters referred to in this report are within my own knowledge and which are not. Those that are within my own knowledge I confirm to be true.

The opinions I have expressed represent my true and complete professional opinions on the matters to which they refer. I confirm that my report has drawn attention to all material facts which are relevant and have affected my professional opinion. I confirm that I am not instructed under any conditional or other success-based fee arrangement.

Yours sincerely,



James Boshier
Director
www.everardcole.co.uk

For and on behalf of Everard Cole

27th October 2025.