

Ref: 31245



Thriving Licensed Café in Park Setting
Leasehold Price: £225,000

Thriving Licenced Café in Alexandra Park, Hastings

Leasehold Price: £225,000.

Viewing by appointment: Please contact 01323 727271 or email info@gps-direct.com

Summary

An outstanding opportunity to acquire The Pumphouse, a highly regarded and very popular cafe and licensed venue occupying a unique position within Alexandra Park, Hastings.

The business has developed an excellent reputation for its contemporary food, welcoming atmosphere and distinctive setting, attracting a strong following of repeat local customers together with visitors to the park. Online reviews are consistently very positive, with the business currently rated highly by customers for its food, service, atmosphere and location.

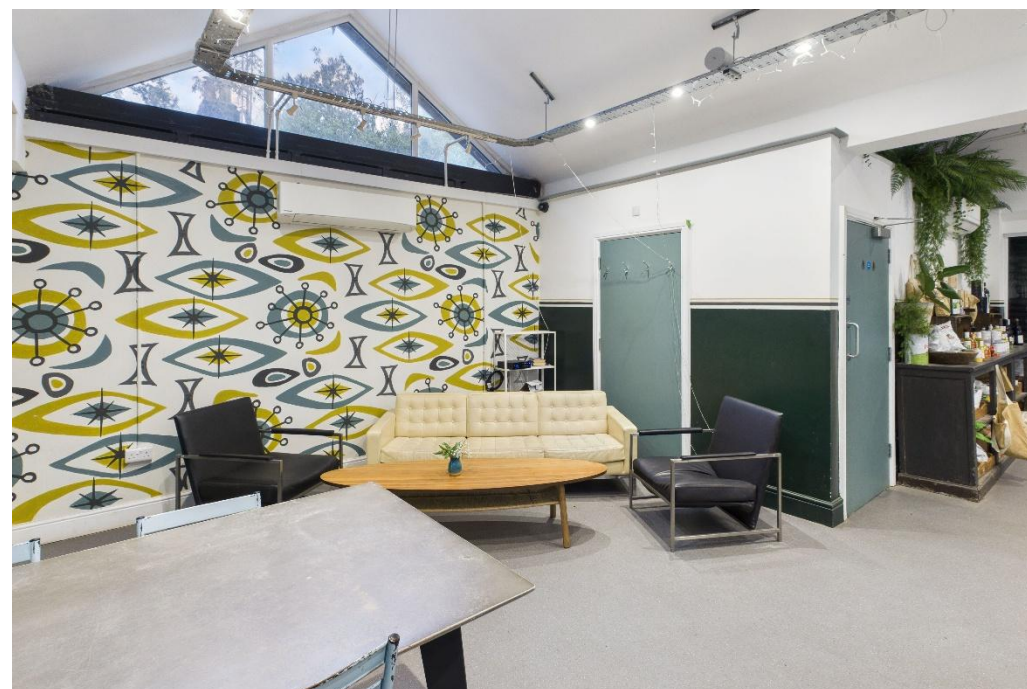
The Pumphouse combines a restaurant-standard café with a deli and attractive outdoor terrace. The business currently trades seven days a week from 8.30am to 4.00pm and is operated by the vendor with the assistance of an experienced team of approximately 12 full and part-time staff.

The premises are licensed and there is significant scope for an incoming owner to develop the business further by extending the opening hours into the evening and increasing the existing programme of events.

Location

The Pumphouse occupies an exceptional and highly unusual trading position within Alexandra Park, one of Hastings' best-known and most popular public parks.

The park extends over approximately 109 acres and provides a major recreational and leisure resource for the local community and visitors. Facilities include lakes, gardens, play areas, sporting facilities, event areas and a bandstand, generating substantial pedestrian activity throughout the year.



The café benefits from a particularly attractive setting within the park, providing an established destination for park users, dog walkers, families, cyclists and residents. The surrounding area also benefits from free on-street parking, providing convenient access for customers arriving by car.

This combination of a popular public park, substantial footfall, convenient parking and an established destination café provides a particularly strong trading environment.

Business

The Pumphouse is a busy and well-established café and deli with an outstanding local reputation. The business has developed a loyal customer base and attracts substantial repeat trade, supported by its distinctive setting, quality food and relaxed atmosphere.

The current website describes the café as offering restaurant-standard food in a café-style environment, together with a deli selling an ever-changing range of food and treats. The terrace provides additional outdoor seating, with large tables, sunshine throughout much of the day and a dog-friendly environment.

The business currently opens: 7 days a week – 8.30am to 4.00pm

It is operated by the vendor with the assistance of approximately 12 full and part-time staff.

The Pump House has developed a contemporary and varied menu designed to appeal to a broad customer base. The offering combines substantial café dishes with lighter options, freshly prepared food, coffee, cakes, drinks and deli products.

The business has deliberately developed an individual identity rather than operating as a conventional high-street cafe, with the food, setting and events all contributing to its strong reputation. The deli provides an additional retail and takeaway element, with a changing selection of treats and food available to eat in or take away.



The premises are also suitable for customers with dogs and families, further broadening the appeal of the business.

Events & Licensed Trade

A particular feature of The Pumphouse is its programme of special events, which provide an additional source of revenue and helps establish the business as a destination rather than simply a daytime café.

Recent and previous events have included:

- Live jazz and music afternoons
- Evening live music
- Quiz nights
- Themed food and entertainment evenings
- Traitors-themed nights
- Seasonal events
- Private functions and parties

The premises are also available for private events, with the business offering bespoke catering for parties and other functions.

The existing events programme demonstrates the potential for further development of the licensed trade.

Trading Potential

The Pumphouse is already a successful and busy operation, but there is considerable scope for an incoming purchaser to build on the existing business.

The business is already licensed and has an established reputation for events, providing a natural platform for:

- Extended evening opening
- Regular evening dining
- Live music and entertainment
- Private parties and functions
- Themed food and drink evenings
- Seasonal events
- Corporate and private hire
- Further development of the deli and takeaway operation



The existing daytime trade, strong customer base and unique park location provide a solid platform from which to develop these additional revenue streams.

Premises

The Pumphouse occupies a distinctive former pumping station building within Alexandra Park.

The premises provide a contemporary cafe environment together with deli facilities and an attractive external terrace. The terrace is a particular feature of the business, benefiting from its sunny position and providing an attractive setting for customers to enjoy food and drinks within the park. The business also benefits from wheelchair access and space suitable for families and groups.

The property provides an unusual and highly attractive setting which forms an important part of the overall appeal of the business.

Staffing

There is an established team of approximately 12 full and part-time members of staff. This provides the staffing infrastructure required for the existing seven-day operation and gives an incoming purchaser the opportunity to take over a functioning business rather than having to build a team from scratch.

Further information regarding staffing will be provided to genuinely interested purchasers.

Premium

The business, goodwill, fixtures, fittings and equipment are available for a premium of £225,000. Stock at valuation.

Business Rates

Rateable Values – TBC

EPC Rating – A

VAT

Unless otherwise stated, the terms quoted are exclusive of VAT. Applicants are advised to make their own enquiries as to whether VAT will apply to this transaction.



25 The Waterfront, Sovereign Harbour, Eastbourne BN23 5UZ Tel: 01323 727271 Email: info@gps-direct.com www.gps-direct.com

GPS-Direct.com Ltd hereby give notice that: 1. Although these particulars are believed to be correct their accuracy is not guaranteed. 2. Prospective purchasers and interested parties should take all appropriate legal and professional advice so as to satisfy themselves by way of inspections and searches on all aspects of any prospective purchase and due commitments which may arise. 3. These particulars are provided for convenience only and no part of the descriptions will constitute an offer or should be part of a contract. Note: in respect of the Property Descriptions Act 1991, the agent has not tested apparatus, fixtures or fittings and therefore cannot verify any working state. A buyer is advised to obtain verification from a survey or solicitor.