

Batsford Farmhouse
Rushlake Green
East Sussex
TN21 9QT

28th June 2019

Dear Huw

Tudor Close – Ferring, West Sussex

Here are the bullet points regarding the application for change of use of the Tudor Close.

History of the Tudor Close

To the best of my knowledge, the pub was a collection of cattle sheds in the late 19th Century and converted to a storage barn. In the 40's/50's later additions were built off of the barn for a boys preparatory school. The site was then bought by Taylor Walker and converted into a public House. The present owners bought the site in 2001 and in this time have made considerable investments to the property. A new roof in 2008 and a conservatory over the open courtyard in 2003.

Trading patterns

In 2008/9 there were serious trading difficulties due to the introduction of the smoking ban and the financial crash. This resulted in the owners company having to enter a CVA. Over this period to the present time they have tried various marketing strategies including meal deals, radio advertising and entertainment to increase turnover which presented other issues for trading and profitability. From 2011 they changed from directly managing the public house to lease and tenancy agreements. Direct ownership of the site and control by the tenants they felt may increase trading patterns and the

profitability of the house. Unfortunately, this did not solve the problems either. The tenants are as follows

Beercat Limited – Liquidated

Affinity Beach - Bankrupt

West Sussex Holding – Notice to quit given 24th June 2019

Customers

Due to the position of the Tudor Close, there is no passing trade or any corporate entertaining events. It is considered a 'Destination House'.

Competition

The following public houses are direct competition to the Tudor Close.

Swallow return – Mitchell and Butler Located on a busy main road. This is a managed house run by a brewery chain and has the financial backing to buy at cost cheaper than an owner operator.

The Bull – Goring –by-sea. Also managed and owned by Greene King

Henty Arms – Ferring . Much smaller property. Railway pub. Overheads considerably lower.

Blue Bird Café- This now holds a liquor licence. A beachfront property.

Challenges to the business

The main bar and the beer garden of the Tudor are too close to the homes to the rear and to the right hand side of the property, resulting in restrictions on music and noise and licensing hours.

The Tudor Close is of a substantial size and trading areas account for approximately 1/3rd of the building. Overheads far exceed the profitability of the house. Gas,, electricity and business rates of 21k per annum payable is totally unachievable.

Ferring is predominantly a retirement area and historically the Tudor Close was once a meeting place for professionals i.e. bank managers, estate agents, businessmen etc. This has reduced completely over the years. This market no longer exists in this area.

Conclusion

Sadly after 19 years and 10 years of financial struggles the current owners have had to place the property on the market for a second time for sale. This was initiated in 2010 with AW Gore of Brighton. Letters and comments attached. They then re listed in 2018 with country wide agents in Sidney Phillips and AW Gore Brighton. Sidney Phillips also approached all the major breweries in their acquisitions departments but none of them found the Tudor Close remotely acceptable due to its geographical position and poor footfall. The owners have also approached supermarket chains without success for redevelopment of the site. The Tudor has been openly marketed for approximately 2 years at a heavily a reduced price for the past 12 months. This is less than the commercial price and bank valuation. The present owners feel the site is no longer viable as a public house, financially and commercially and would be better suited due to the position as a residential site.

Due to the termination of the latest tenant, the owners feel that the pub will have to close its doors in the next few weeks .