Pickmere

RED LION

A beautiful country pub in the village of Pickmere,



OVERVIEW

A delightful country pub in the heart of Pickmere, the Red Lion combines quality food and drink with relaxed, welcoming surroundings. Roaring fires and a bright orangery offer year-round appeal, while the landscaped garden and children's play area make it a favourite for families, friends and local residents.

INTERESTED?

Register interest

THE DETAIL

FINANCIALS

FMT: Please note that this assessment is based on the “fair maintainable trade” that can be achieved by a “reasonably efficient operator”.

Potential turnover	**£835,453**
Agreement Type	**Pub Partnership**
Weekly rent	**£1156.75**
Yearly rent	**£60,151**

LEVEL OF INVESTMENT

This is a one-off payment made at the start of the vacancy agreement. All figures are estimates and exclude VAT.

Total ingoing costs	**20,227**
Four weeks rent	**£4,627**
Trading Deposit	**£6,000**
Professional Fees	**£2,600**
Stock & Glassware	**£7,000**

THE DETAIL CONTINUED

TRADING STYLE

People visit the Red Lion for quality home-cooked food, daily specials, cask ales and wines in relaxed country surroundings. Guests can enjoy cosy fireside drinks, dining in the bright orangery or al fresco meals in the landscaped gardens. The children's play area makes it particularly welcoming for families, while its proximity to Pickmere Lake attracts walkers and visitors exploring the area. With a warm atmosphere and attractive outdoor spaces, it is ideal for casual drinks, family meals, celebrations and social occasions.

- Country pub
- Live entertainment

TRADING SPACE

Offering a versatile trading area, the Red Lion combines traditional character with excellent facilities. Two open fires feature in the main pub and dining area, which seats 60 guests and can accommodate around 100. With its own fire and garden access, the separate tap room creates a cosy community space. The orangery provides 30 covers and can host private dining, functions and special occasions. A central bar and large commercial kitchen support high-volume food trading. Outside, the beer garden seats over 100 guests and includes a children's play area. Dog-friendly throughout, the pub offers universal access and 38 parking spaces.

- Food
- Beer garden
- Parking
- Play area

THE DETAIL CONTINUED

PRIVATE ACCOMMODATION

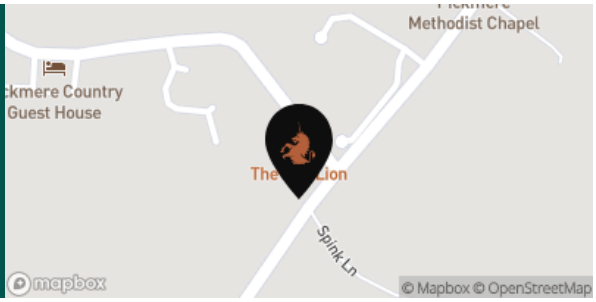
The private accommodation is spacious and comprises of three large bedrooms, a family bathroom and good size private kitchen. The accommodation can accessed through the pub only, with no separate external entrance.

LOCATION

Set in the attractive Cheshire village of Pickmere, this country pub lies close to Pickmere Lake and benefits from both community and destination trade. Its rural location attracts walkers, families and visitors exploring the area. Positioned between Knutsford and Northwich, with convenient access to the M6, the site is easily reached from across Cheshire.

RED LION

Park Lane,
Pickmere,
Knutsford,
WA16 0JX



THE DETAIL CONTINUED

BDM VISION

The Red Lion is a wonderful country pub that presents an excellent opportunity for either a hands-on operator or an experienced multiple operator looking to add a high-quality village pub to their estate. Situated in the desirable village of Pickmere, the business has the foundations to become a thriving community hub, centred around great food, quality drinks, and welcoming hospitality. The successful operator will build on the pub's strong village appeal, developing a reputation for consistently good food, quality drinks offer including a range of cask ales and excellent customer service. The attractive beer garden complete with a children's adventure play area provides a significant opportunity to increase trade throughout the spring and summer months. The internal trading space with open roaring fires and elegant country décor offers a cosy and inviting atmosphere throughout the year. Suitable for community events, family occasions and regular local gatherings and private events. With the right operator, the Red Lion has the potential to establish itself as a destination dining pub while remaining at the heart of village life, attracting both local residents and visitors from the surrounding area.



Wayne Roach
Business Development Manager

DIGITAL PRESENCE

A strong online presence is led by an engaged Facebook community of over 3,700 followers and supported by an active Instagram profile. Positive reviews, regular community-focused content and strong customer interaction demonstrate an established audience, giving an incoming operator an excellent digital foundation on which to build.

↠ Pub Website

↠ Google Maps

↠ Facebook

↠ Instagram

THE DETAIL CONTINUED

ENVIRONMENTAL IMPACT

This pubs EPC rating is C.

DEMOGRAPHICS

An affluent, mature customer base makes Pickmere a highly attractive village catchment. The area is particularly strong among people aged 45–64 and over-indexes for established households seeking quality food, drink and community-focused experiences. As a traditional village hub, the pub is well aligned with local consumer demand and offers a strong foundation for a successful operator.

THE DETAIL CONTINUED

RESOURCES & SUPPORT

At Robinsons, we're committed to making sure every one of our Pub Partners feels confident and fully supported throughout the onboarding journey. That's why we provide a comprehensive training course along with ongoing support across every department.