

Lower Peover

BELLS OF PEOVER

A family friendly dining pub set in the picturesque Cheshire country



OVERVIEW

The Bells of Peover is a quintessentially English pub positioned just outside Knutsford set in a picturesque Cheshire country setting, surrounded by large, landscaped gardens and patio areas. The pub is situated directly opposite the beautiful St Oswald's half-timbered 13th century church, one of the oldest in Europe, you can sit on the patio and watch weddings or listen to the bells being rung. Both the church and the pub are Grade I listed. The Bells of Peover public house is believed to date back to 1839. The main building is accessed across a cobbled yard and through an entrance which is covered in wisteria and is full of character. The building is very old and the 'Olde Worlde' feel is carried on through the premises. This is a unique pub restaurant atmosphere that is rarely seen and often copied from this original. The history of the pub goes back centuries and was used by Generals Eisenhower and Patton in the 1940's. You will always find a Stars and Stripes and a Union Jack outside the pub as well as a feature wall inside. There is a very well-equipped kitchen and good storage areas. Robinsons are looking for an experienced new Pub Partner to continue to push the food and drink offering at the Bells.

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	£1,188,365
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Agreement Type	Pub Partnership
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Weekly rent	1,651.75
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Yearly rent	79,284
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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	31,580
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Four weeks rent	6,099
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Trading Deposit	10,000
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Professional Fees	2,481
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Stock & Glassware	13,000
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THE DETAIL CONTINUED

TRADING STYLE

The Bells of Peover is a renowned dining pub with a rich history, which has a warm, inviting and relaxed atmosphere it offers excellent food and drink with great levels of service. The dishes are made fresh to order and you can always be assured of food at its seasonal best. The pub appeals to a range of customers wanting a quality and unique experience in a wonderful setting. Whether you are looking for a casual drink, an intimate meal for 2 or looking to plan a more formal event the Bells of Peover is the place to visit.

 Country pub

 Destination pub

TRADING SPACE

There is a small cosy bar area that has a roaring fire and a good range of cask beers and lagers and an excellent wine selection. From the bar you can access all areas, There are a number of rooms available for private hire, accommodating bespoke events such as weddings, birthdays and anniversaries. Private dining can also be arranged in the outside private barn. The pub is surrounded by large landscaped gardens and patio areas which has the facility to provide outside service during the spring and summer months. The pub allows well behaved dogs and has a large private car-park. The pub is popular with locals, tourists and destination trade. The venue is UA friendly with full wheelchair access and dedicated disabled facilities. Guests can enjoy extensive outdoor seating in beautifully landscaped gardens, plus free off street parking for convenience.

 Food

 Beer garden

 Parking

 Private accommodation

THE DETAIL CONTINUED

PRIVATE ACCOMMODATION

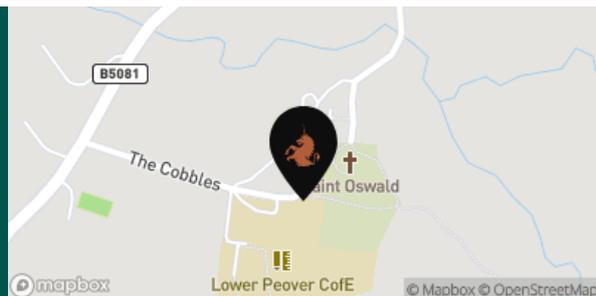
The main building has a 3 bedroom accommodation, kitchen dining, lounge, office and toilet facilities. All areas are reasonably decorated and furnished to a good standard. In the outside 'barn' there is additional 3 bedroom staff accommodation and 1 bedroom self-contained flat.

LOCATION

Lower Peover is a village in Cheshire which has approx. 430 residents. It has a shop and post office, two pubs, a church and a primary school. Lower Peover is one of a collection of "Peovers" in the area and they often get mistaken for each other. Lower Peover is made up of Nether Peover and Peover Inferior and it neighbours the parish of Over Peover which is made up of Peover Superior and Peover Heath. Lower Peover also borders the parish of Plumley, Toft and Bexton and the parish of Allostock. It is also a stone's throw from the buzzing village of Knutsford.

BELLS OF PEOVER

The Cobbles,
Lower Peover,
Knutsford,
WA16 9PZ



THE DETAIL CONTINUED

BDM VISION

We are seeking a pub partner who has broad hospitality experience and preferably experience in event management also. The opportunity will appeal to a multiple operator or business sole trader. The successful candidate has the chance to take over a well-established pub business collaborating with a team of chefs and front of house staff. This iconic pub has exceptional investment potential for the right person. We seek an experienced pub partner who can collaborate with the brewery to continue to further develop the trade, blending tradition with fresh and innovative hospitality leadership.



Wayne Roach
Business Development Manager

DIGITAL PRESENCE

»» [Pub Website](#)

»» [Google Maps](#)

THE DETAIL CONTINUED

ENVIRONMENTAL IMPACT

DEMOGRAPHICS

The Bells of Peover sits within an exceptionally affluent catchment, with nearly 80% of residents in the “Very High” affluence band. The area is dominated by mature, well-established households, strongly over-indexed in ages 45–64 and comfortably above average in 65+, making it ideal for premium, food-led pub experiences. Key customer types include Comfortable Sceptics, Steadfast Sippers, and Business Class Seekers.

THE DETAIL CONTINUED

RESOURCES & SUPPORT

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