

Marketing and Viability Report

**The Salmon Inn
East Ord
Berwick Upon Tweed
TD15 2NS**



Prepared by
James Boshier (Director)

Everard Cole
18th January 2023

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1.0 INTRODUCTION

1.1 A full inspections of the property was carried out on 21st May 2022, and subsequently on 12th December 2022 to ascertain market value as the pub company has looked to divest over the last 7 months due to failure of the business.

1.2 My name is James Boshier and I am a Director of Everard Cole, a firm of commercial property surveyors specialising in the licensed leisure sector. I have worked in the licensed and leisure property industry for over 20 years, with extensive licensed property experience in both agency and client side, at organisations such as Punch Taverns, Black Sheep Brewery, Chesterton's and Christie & Co.

1.3 I have extensive experience of numerous individual and group public house acquisitions and disposals, asset management, commercial and residential developments, leasehold assignments and viability appraisals. I specialise in the valuation, disposal and acquisition of freehold and leasehold licensed properties, viability assessments, alternative use/development sites and licensed property asset management.

1.4 Everard Cole is a commercial property consultancy specialising in the licensed property sector with offices in Nottingham, Cambridge and Leeds, dealing with sales, lettings, valuation, expert witness and viability. Our clients include Punch Taverns, Trust Inns, Admiral Taverns, Amber Taverns, City Pub Company, Greene King, McMullen & Sons, EI Group, Batemans, The University of Cambridge, Star Pubs & Bars (Heineken) and Hawthorn Leisure amongst many others.

1.5 The findings, opinions and recommendations within this report are based on my experience within the licensed sector.

1.10 Assumptions

1.10.1 It has been assumed that there is an unencumbered freehold title, that there are no outstanding enforcement notices, Listed building or planning, or other, on the property such as noise abatement or building regulation compliance. It has also been assumed that the premises licence required for the property to continue trading as a licensed premises would be available for trading purposes.

1.10.2 The ongoing Covid-19 Coronavirus pandemic had forced all pubs and restaurants to close from the penultimate weekend in March 2020 to 4th July 2020. The hospitality sector was one of the first sectors to feel the impact of the virus it is likely to be one the last to fully emerge from lockdown restriction given fears over social distancing some 2 to 3 years on the effects are still being seen with a number of sites struggling to recover or already failed due to the impact of the virus. The trading effect has been double layered with the increased costs and energy price rises.

- 1.10.3 Recent indicators such as the August 2020 Operational Real Estate Recovery Tracker from CBRE suggest the UK eating and drinking-out market is showing steady signs of recovery. The report states that some UK operators are reporting like-for-like sales not too far below previous levels, but with some limited menus and reduced capacities, margins may be affected. Restaurant customer numbers in the UK are behind many European counterparts, reflecting the closure period in various cities and countries. In Germany, numbers appear to be close to or at pre-covid levels, and it is a similar picture in Dublin and Paris, with the UK expected to follow suit over time.
- 1.10.4 When considering the question of economic viability, a business must be capable of generating a profit on a sustainable basis in the long term. One should have regard to the potential of that business for the medium to long term, not just the recent trading history. Whilst the Covid-19 Coronavirus pandemic has undoubtedly been overwhelming for many in the hospitality sector, it is viewed by all as a relatively short-term challenge; the most devastating effects of which have been offset, to varying degrees, by several UK Government back support measures such as the furlough scheme, grants and loans, VAT rate reduction to 5%, Business Rates holidays and the 'Eat Out to Help Out' scheme.
- 1.10.5 At the time of this report, the immediate future is still uncertain especially with the increased energy costs but we believe that uninhibited trading conditions will resume in time, and my assumptions within this report are based on this premise.

2.0 THE PROPERTY

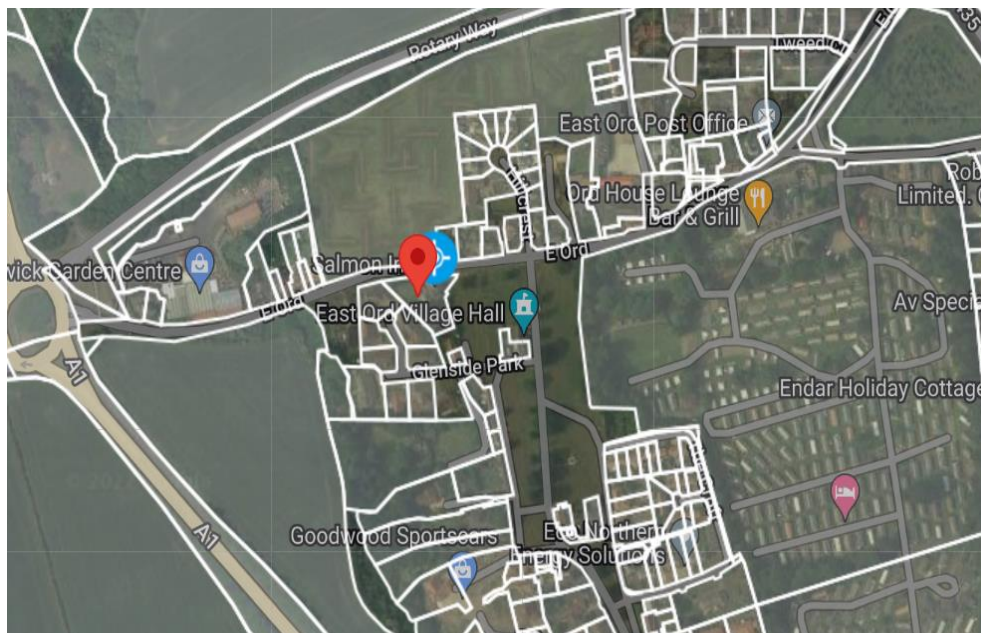
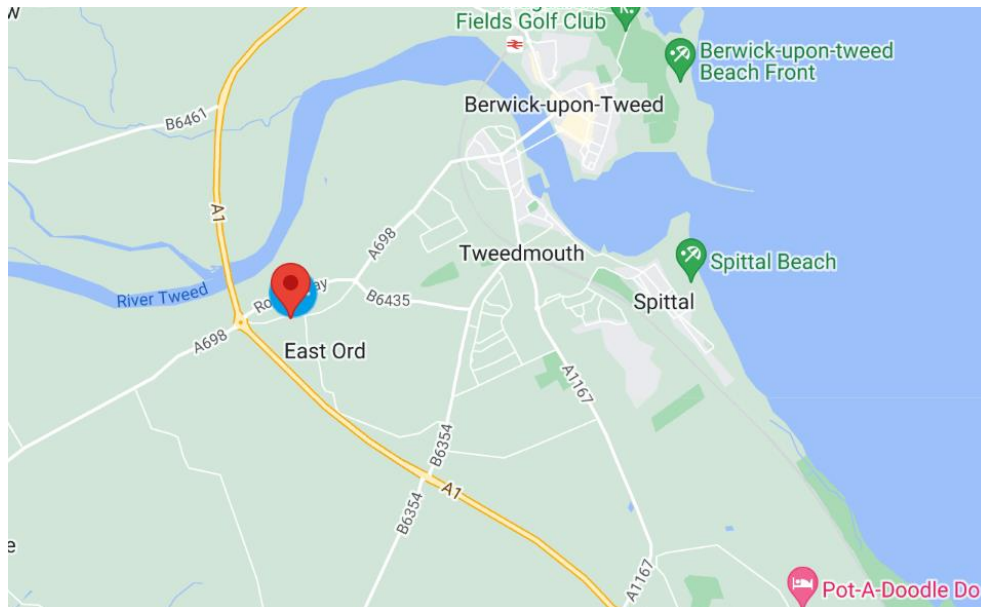
2.1 Location

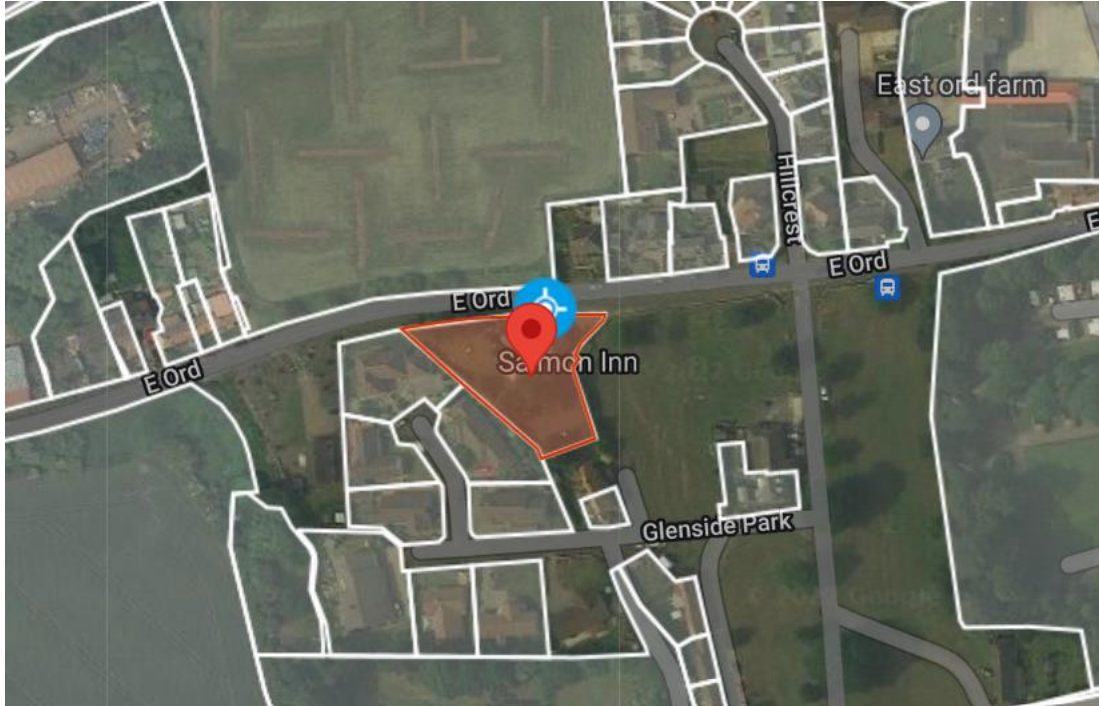
- 2.1.1 The Salmon Inn occupies a prominent position in the centre of the village of East Ord which in turn is approximately 1.5 miles from the centre of Berwick Upon Tweed.
- 2.1.2 East Ord is a village in Northumberland equidistant between Edinburgh and Newcastle upon Tyne with a population of about 1,623 . The property is located in an attractive village location.

Radius	Population	Households
100m	134	64
250m	230	104
500m	532	260
600m	787	369
750m	929	428
Half Mile	977	449
1km	1,623	747

2.1.3 The village is made up predominantly of privately-owned and a handful of local authority dwellings.

Location Plans:





2.3 Description

- 2.3.1 The Salmon Inn is a traditionally constructed stone-built, two storey detached property beneath a pitched slate roof. The property is freehold.
- 2.3.2 The building has a ground floor footprint of circa 208m² (2239 ft²) and is sited within grounds extending to circa 0.443 acres in total, as taken from digital mapping software.

Building footprints

Area id	Size
Area 1	2,171 ft ² (202m ²)
Area 2	68 ft ² (6m ²)
TOTAL	2,239ft (208m ²)

Building heights

	Chimney Height	Eaves Height	Height above Sea Level
Building 1	9.00 m	3.20 m	21.60 m
Building 2	2.30 m	2.00 m	22.30 m

Source: **Ordnance Survey**

- 2.3.3 Internally the property is arranged as follows:

Ground Floor:

Open plan bar/trading area to seat approximately 50/60 covers. Catering kitchen (not currently used), Ladies and Gentleman's toilets and beer cellar.

First Floor:

Private Accommodation: Situated over the first floor and comprising lounge, kitchen, 3 bedrooms and bathroom/WC.

External:

Surfaced car park for around 20 cars, lawned beer garden and a patio area.

2.3.4 Photographs showing the exterior of the property and its external grounds are set out below





2.4 Rating

2.4.1 The rateable values of public houses are assessed based on judgements made over their trading potential. A simple reliance on actual rateable values in order to arrive at an opinion of future trade potential is however not to be recommended nor is considered to be a reliable basis for such judgement.

2.4.2 Consultation of the website of the Valuation Office Agency shows that the Salmon Inn has the following history of Rateable Values (RV):

Rating List 2010 – RV £27,500 effective 1st April 2010

Rating List 2017 – RV £21,500 effective 1st April 2017

Rating List 2023 – RV £5,000 effective 1st April 2023

2.4.3 The 2010 Rating List entry will have been passed on the property's physical size and format applicable on 1st April 2010, however, the economic and trading circumstances applicable on 1st April 2007, known as the antecedent valuation date. It is likely that the assessment will have been influenced by reports of actual trade achieved in the period 2005-2007.

2.4.4 The 2017 Rating List entry will have been based on the property's physical size and format applicable on 1st April 2017, however, the economic and trading circumstances applicable on 1st April 2015, the then antecedent valuation date.

2.4.5 The 2023 rating list entry of £5,000 shows the downturn in trading performance and future trade prediction.

2.4.6 The property operated as a community local with a good mix of wet and food trade, previously the demand for food was strong from the caravan and holiday home site however, since the creation and launch of the Ord Lounge Bar and Grill in May 2021 the demand fell significantly and trade reduced dramatically and food was stopped and became a wet only site catering for the locals.

3.0 THE MARKET PLACE FOR PUBLIC HOUSES

3.1 The economic climate and the impact of the credit crunch, followed by recession, led to extremely difficult trading conditions for the leisure market over the last 15 or so years. This commenced with the introduction of a ban on smoking in public places which encouraged people to drink at home. The introduction of the Licensing Act 2003, which came into effect in 2005, resulted in a significant increase in the number of pubs open late and reduced profitability for many operators. Discounted retail prices of alcohol in supermarkets and off licences has further discouraged trade. The impact of the credit crunch and onset of recession has led to declining consumer confidence which has reduced leisure spend per head, particularly away from the home.

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- 3.2 The advent of social media and online communications has led to a profound change in behaviour. Whereas historically the pub was the principle meeting point, this is no longer the case. People increasingly use the internet to fuel all aspects of their social life. The need to leave the home and visit a pub for social interaction is significantly reduced. The impact of these social trends has been profound on community pubs.
- 3.3 The British Beer & Pub Association (BBPA) stated in their 'The Beer Story: Facts on Tap' leaflet, that these trading conditions were worsened as "the beer duty escalator (2008-2013) meant beer tax increased by a staggering 42%. This caused immense damage to the sector. Beer duty is particularly regressive, hitting those on lowest incomes the hardest. This was an escalating problem from 2008-2013 as beer consumption fell by 16% and as a result 7,000 pubs closed, and 58,000 jobs were therefore lost."
- 3.4 Whilst economic conditions have stabilised, trading conditions remain challenging and licensed premises remain under threat. Between July and December 2018, the Campaign for Real Ale (CAMRA) figures suggested 14 pubs ceased trading each week. The latest Market Growth Monitor from CGA and Alix Partners found that food-led sites holding up better than community wet-led business which has seen 4,297 net closures since December 2014.
- 3.5 As a consequence of rising costs and weak wage growth, consumer confidence has come under close scrutiny. Whilst the pub sector has proved relatively resilient to these pressures so far, the press has widely reported on the struggles of the restaurant and retail sectors. Numerous restaurants across the branded, corporate and independent sectors have closed and/or been placed on the market for sale and profit warnings have been issued by a number of major retailers.
- 3.6 The mass beer market has seen and continues to experience a shift to the 'off-trade', which combined with a number of other factors, has led to a general decline in volume of traditional on-licensed wet sales. Statistics, produced by the British Beer and Pub Association (BBPA) in their UK Quarterly Beer Barometer show a decline in annual beer sales in the on-trade between Quarter 1 2000 and Quarter 4 2019 from 24,281,00 to 12,632 barrels, a decline of c.48% (expressed in terms of 36-gallon brewers' barrels).
- 3.7 During the same period annual beer sales in the off-trade showed an increase from 11,183,000 to 15,352,000, an increase of c.37%. This marks a significant shift between beer volumes consumed in trading premises such as public houses and those consumed at home purchased from retail outlets such as supermarkets, off licences and general stores. A copy of the source data is attached at Appendix 1.
- 3.8 The development of large public houses, on local high streets, which have the ability to offer discounted prices through better purchasing power has resulted in a decline in sales in smaller traditional outlets within a close proximity, where there is public access/transport. As a consequence, many such public houses which were previously only marginally viable have now ceased trading.

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- 3.9 Regular eating out has become an established part of the British psyche and, as wet sales have declined, many pubs have sought to maintain and develop their business by focussing upon food led custom. However, net profit margins on food led businesses are typically 5 to 10% lower than for wet led businesses owing largely to the increased staff requirements and utility use. Consequently, such pubs are dependent upon achieving a higher level of food sales in order to replace lost wet sales if the overall net profit is to be maintained.
- 3.10 Local custom tends to be mostly 'walk-to' trade, drawn from the immediate community. Assuming the business is run in a good, competent and welcoming manner, trade will essentially be attracted by the convenience of the location and the opportunity to socialise within the local community. Local custom will tend to be concentrated towards weekday evenings and weekends and is not seen ample to create a sustainable business.
- 3.11 In contrast to local trade, destination custom is often car borne and hence is attracted from a wider catchment area. Customers are drawn to an establishment by virtue of the nature of the facilities on offer, commonly including the availability of meals. Destination food-led operations tend to be targeted to a particular market, which may be families, value orientated, fine dining, ethnic or traditional and offer particularly desirable characteristics, the Salmon does not fit into this segment as is not a pub to appeal to drive out destination driven trade.
- 3.12 The essential characteristics of most destination led businesses are high visibility, ease of access and good parking. The family orientated businesses are usually run as high-volume branded outlets by multiple operators, such as Hungry Horse, Flaming Grill, Wacky Warehouse and Farmhouse Inns. Customers will also be attracted to destination venues by their setting, for example waterside properties or those with some historic interest or relevance.
- 3.13 The locational characteristics of the Salmon are such that it would not be able to rely solely on the locally resident custom and by necessity will therefore need to attract and appeal to a targeted destination type of custom, the majority of whom will be reliant upon car journeys in order to access the property.
- 3.14 The consequences of the above described economic and social trends are seen to adversely impact on public house trading, reducing alcoholic drink consumption, putting pressure on retail pricing and leading to an increasingly challenging market in which to operate. Such impacts are understood to be central to the declining numbers of smaller community public houses both in rural and urban areas.
- 3.15 The background of these economic and social trends increases the risks faced by those making investments in the sector, particularly where there is a history of business failure and subsequent physical decline of premises. A high percentage of perspective purchasers rely on finance to fund a purchase. Given the current trading environment the licensed trade is still considered to be high risk. This has resulted in fewer lenders at higher rates of interest, therefore impacting greatly on supply and demand and therefore affecting the overall value of a licensed property sector. Such circumstances apply to the subject property.

- 3.16 However, more recently the on-trade sales decline has plateaued somewhat, with sales actually increasing 0.7% in 2018 followed by a marginal 0.8% decline in 2019. Total beer sales of beer in 2019 were up 1.1% on 2018 to over 8 billion (8,059,495,997) pints, according to the full year 2019 *Beer Barometer* sales data from the British Beer & Pub Association (BBPA). A total of 87 million (86,738,882) more pints were sold in 2019 than 2018. This was growth on top of a strong 2018, which featured the biggest increase in year-on-year beer sales for 45 years, with sales up 2.8% in 2018 alone – all aided that year by good weather, a Royal Wedding and the FIFA World Cup. The growth in 2019 equates to an extra 87 million (86,738,882) pints of beer being sold versus 2018.
- 3.17 The UK's pub industry seemed to be reversing a decade of decline with a net growth of 320 pubs and bars in 2019, according to figures from the Office of National Statistics (ONS). There was a net loss of 5,855 pubs in the UK between 2010 and 2018 at an average of 732 per year. However, for the first time in a decade the number of pubs in the UK has increased. The growth was led by England, which saw an increase of 345 pubs, followed by Northern Ireland (five). However, Scotland and Wales saw a fall in the number of pubs during the year – by five and 25 sites respectively. Large pub groups are driving growth in the sector. The biggest increase (205) was from pub companies with a turnover of £500,000 to £1m, while the second-biggest increase (125) was in the £1m to £2m bracket. By contrast, the UK had a net loss of 55 sites for pub enterprises with a turnover of less than £100,000.
- 3.18 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 £5,000 per week, net of VAT, to provide sufficient margins for a long-term return on investment to operators and tenants.

4.0 THE ECONOMIC VIABILITY OF PUBLIC HOUSES

- 4.1 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 most credible style of public house trading to be adopted, in order to best exploit the trading potential.
- 4.1.1 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.
- 4.1.2 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.

4.1.3 Having regard to planning policy, I believe there are two issues to be addressed when considering the viability of the Salmon as a public house:

- The existence of equivalent alternative facilities nearby which are able to meet the community's day to day needs;
- Demand for the facility and the continued viability of the business.

4.2 Equivalent Alternative Facilities/ Local Public House Competition

4.2.1 There are a number of public houses and restaurants located in the area surrounding the Salmon Inn. 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 Salmon.

Ord House Lounge Bar and Grill, East Ord, Berwick upon Tweed, TD15 2NS (400 Yards)

The Ord House is located on the edge of the Maguires caravan park and has recently been developed and refurbished with adult only areas and childrens soft play area. This outlet captures the majority of trade from the caravan park now as all residents are offered a range of special offers. The outlet offers good quality affordable pub food and a range of mainstream beers and wines with an extensive offer for children. They offer entertainment all week with acts on every weekend and sky sports throughout to pub. The outlet offers everything the resident want and they have no requirement to travel further to the Salmon Inn.



Angel Inn, 11 Brewery Bank, Tweedmouth, Berwick-upon-Tweed TD15 2AQ (1.2 Miles)

The Angel Inn is owned by Border Brewery and operates as a community local offering cheap draught products from £2.50-£3.00 per pint with some basic pub food, it is the locals local and is surrounded by residential housing and home to local football and rugby teams from Tweedmouth and has a strong village support.



The Plough on the Hill, Allerdean, Berwick upon Tweed, TD15 2TD

The Plough is privately owned and offers good pub food with idyllic views over open countryside. The pub is open all week with daily offers such as steak night, fish and chip Friday, burger night and the main event being Sunday lunch at £12.95 which is the cheapest in the area. The pub also offers arrange of cask ales and very competitive prices and an ice cream bar for the children offering 25 farm prepared ice creams.



The Thatch, West End, Tweedmouth, TD15 2HE

The Thatch has recently been refurbished to a good standard and operates as a community local offering live music 3 nights per week, sky sports and a range of cask ales appealing to the cask ale CAMRA drinkers. The Thatch is very popular with the locals and offers everything the locals require from a pub giving them little desire to travel out of the immediate vicinity.



Red Lion, Castlegate, Berwick, TD15 1JS

The Red Lion is a family run pub operating as a sports bar showing Sky Sports and BT sports with a limited basic food menu with all food under £10. The pub itself is very basic and appeals to the younger end of the local market, it trades all day from 9.30am through to 11pm everyday. Again it delivers the needs of the local younger end trade so they have no desire to travel.



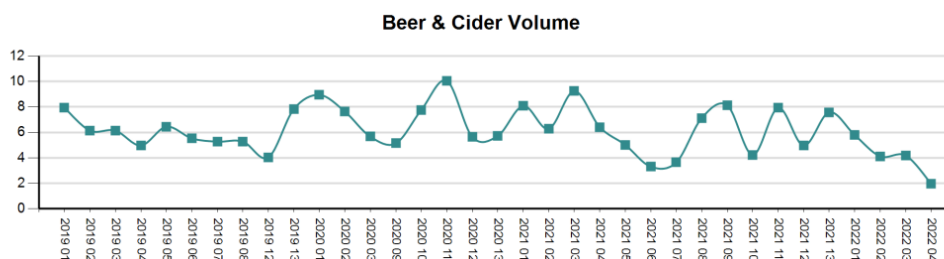
5.0 Trading Performance

5.1 The pub is currently closed and has no plans to reopen. The previous agreement being held on a 3 year tenancy which the landlord (Punch) has supported during COVID and beyond which is detailed below. To keep the business open and trading the rent was adjusted on a monthly basis, the headline rent was £10,000 PA and was reduced month by month by the amount in the column titled 'Reduction to Headline Rent'. The last tenant hadn't paid any rent from late November through to mid-late December or ordered any beer, He has now failed and the pub has closed.

Headline Rent	£10,000.00
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Month	Reduction Amount	Reduction to Headline Rent	Start Date	End Date	Credit Rec'd
July	0.75	£7,500.00	05/07/2020	31/07/2020	£554.79
August	0.5	£5,000.00	01/08/2020	31/08/2020	£424.66
September	0.25	£2,500.00	01/09/2020	30/09/2020	£205.48
October	0.1	£1,000.00	01/10/2020	31/10/2020	£84.93
November	0.05	£500.00	01/11/2020	04/11/2020	£5.48
November	0.75	£7,500.00	05/11/2020	02/12/2020	£575.34
December	0.6	£6,000.00	03/12/2020	30/12/2020	£460.27
December - May	0.75	£7,500.00	31/12/2020	16/05/2021	£2,815.07
May - June	0.3	£3,000.00	17/05/2021	20/06/2021	£287.67
June-July	0.15	£1,500.00	21/06/2021	03/07/2021	£53.42
Total					£5,467.12

5.1.2 As Punch do not operate the business they do not see trading information but can track via the barelage as the tenant have to purchase all their beer through Punch and from the below you can see the steady decline over the years.



The following table show the volume of beer ordered and clearly shows a decline from 2017 with the exception of a spike in 2021, this is due to the reopening of pubs following Covid and the restriction to outside drinking only as the Salmon has a large beer garden and took advantage of the situation, once full opening recommenced the decline continued.

Ale, Lager and Cider

Fin Year	Ales	Lager	Cider	Total
2015	69.54	37.03	5.76	112.34
2016	62.99	32.17	4.82	99.98
2017	59.59	36.92	5.45	101.96
2018	41.30	46.21	5.92	93.43
2019	19.76	34.62	5.19	59.58
2020	12.08	38.06	6.44	56.57
2021	20.02	51.38	10.53	81.93
2022	5.47	9.36	1.22	16.05

5.2 Tenant History

Below is the tenancy information showing 8 changes in agreements in the last 10 years with 6 of those coming since 2018. You will see that the customer remains the same on some changes this is because Punch have changed the agreement in favour of the tenant to support the business with lower rent and higher discounts on product purchases. The property has now ceased trading and is now closed.

Customer History


Name	ID	Cust Start	Cust End	Agmt No	Agmt Type	Agmt Start	Agmt End
MR A K DEMPSEY (22/12/2022)	00324454	01/10/2018	21/12/2022	00082138	FTT	10/12/2021	22/12/2022
MR A K DEMPSEY (22/12/2022)	00324454	01/10/2018	21/12/2022	00082001	TAW	01/10/2021	09/12/2021
MR A K DEMPSEY (22/12/2022)	00324454	01/10/2018	21/12/2022	00081986	TAW	30/09/2021	30/09/2021
MR A K DEMPSEY (22/12/2022)	00324454	01/10/2018	21/12/2022	00073407	MT3	01/10/2018	29/09/2021
EAST ORD PUB COMPANY LIMITED	00314368	01/10/2015	30/09/2018	00068813	PFT	12/11/2015	30/09/2018
EAST ORD PUB COMPANY LIMITED	00314368	01/10/2015	30/09/2018	00068620	TAW	01/10/2015	11/11/2015
GRAYNOR LIMITED(01/10/15)	00297306	02/10/2012	30/09/2015	00062432	PG2	02/10/2012	30/09/2015
COLIN MOLE (02/10/12)	00212207	01/01/2000	01/10/2012	00028101	PMD	01/01/2000	01/10/2012

5.3 Marketing

Everard Cole have been openly marketing the Salmon Inn since 23rd May 2022 and have sent 412 sets of sales particulars resulting in 4 viewings which 0 offers have been made, all interest was for alternative use. None of the viewings were for existing pub use.

We initially targeted all pub companies and regional brewers in the area who are acquiring at present but unfortunately there was no interest due to the lack of trade and the village location. Once openly marketed a number of interested parties came via the launch on Rightmove but were all for alternative use, mainly conversion of the current building with additional new build residential properties on the land to the rear currently operating as a car park.

5.3.1 The property has been listed on the Everard Cole website – www.everardcole.co.uk and Rightmove Commercial, adverts shown below.



1/8

Salmon Inn East Ord, Berwick Upon Tweed, TD15 2NS

Pub for sale

Traditional Village Pub with Car Park and Large Beer Garden


COMMERCIAL

Marketed by Everard Cole Ltd, Leeds

£500,000 Offers in Excess of

everard cole 0113 519 7012 Local call rate

Save



SALMON INN

East Ord, Berwick Upon Tweed, Northumberland, TD15 2NS

1.39 MILES

Freehold

Offers in Excess of £500,000 Plus VAT

Traditional Village Pub with Car Park and Large Beer Garden... [read more](#)

5.4 Comparable Evidence

To support the asking price of £495,000 the valuation was based on our knowledge of similar properties sold in the area and in similar areas across the country, we took into account the plot size of 0.443 acres which would give an opportunity to increase the pub by potentially developing and extension or conservatory to the rear and building a separate block in the car park to include letting bedrooms or holiday cottage a couple of local comparables below:

Queens Hotel, Sandgate, Berwick upon Tweed – Sold in April 2021 for £370,000

A mid terrace property in the back street of Berwick with no extension or development opportunity. Sat on a plot of 0.128 acres only as opposed the 0.443 acres of the Salmon.

The Castle, Castlegate Berwick upon Tweed – Sold in February 2020 for £496,000

Located in the centre of Bewick adjacent to the Railway station, no extension or development opportunity as sat on 0.048 acres.

Red Lion, Wooler, Northumberland – Sold August 2022 for £460,000

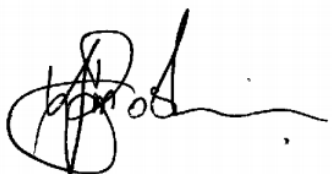
A good comparable being a detached village inn of similar building size but smaller land plot of 0.173 acres.

5.5 Conclusion

Since commencement of open marketing on 23rd May 2022 the property has failed to attract even 1 offer. The interest shown to date has all been for alternative use to convert the existing building into a residential dwelling and new build residential dwellings on the land/car park to the rear. We have extensively marketed the property to all known pub operators, local and national pub companies and local investors with no interest as the pub is seen to have very limited life as a public house.

Signed: James Boshier

**Director
Everard Cole**



Dated: 18th January 2023

Appendix 1

UK Quarterly Beer Barometer								
4th Quarter 2019								
Moving annual total beer sales ('000 barrels)								
Total sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	35,464	-0.6%	35,503	1.5%	35,052	-1.0%	34,572	-3.5%
2001	34,531	-2.6%	34,432	-3.0%	34,473	-1.7%	34,627	0.2%
2002	34,953	1.2%	35,287	2.5%	35,201	2.1%	35,141	1.5%
2003	35,052	0.0%	35,033	0.0%	35,483	0.0%	35,500	1.0%
2004	35,771	2.0%	35,969	2.7%	35,495	0.0%	35,641	0.4%
2005	35,413	-1.0%	35,015	-2.7%	35,215	-0.8%	34,902	-2.1%
2006	34,778	-1.8%	35,191	0.5%	34,596	-1.8%	34,448	-1.3%
2007	34,265	-1.5%	33,600	-4.5%	33,558	-3.0%	33,155	-3.8%
2008	33,144	-3.3%	32,790	-2.4%	32,213	-4.0%	31,482	-5.0%
2009	30,961	-6.6%	30,543	-6.9%	30,503	-5.3%	30,214	-4.0%
2010	29,927	-3.3%	30,225	-1.0%	29,514	-3.2%	29,150	-3.5%
2011	29,003	-3.1%	28,272	-6.5%	28,492	-3.5%	28,477	-2.3%
2012	28,412	-2.0%	27,984	-1.0%	27,548	-3.3%	27,031	-5.1%
2013	26,871	-5.4%	26,530	-5.2%	26,898	-2.4%	26,999	-0.1%
2014	26,848	-0.1%	27,419	3.4%	27,085	0.7%	27,090	0.3%
2015	27,047	0.7%	26,667	-2.7%	26,994	-0.3%	26,970	-0.4%
2016	26,913	-0.5%	27,026	1.3%	26,790	-0.8%	26,723	-0.9%
2017	26,905	0.0%	26,977	-0.2%	26,849	0.2%	26,916	0.7%
2018	26,947	0.2%	27,149	0.6%	27,419	2.1%	27,683	2.8%
2019	27,766	3.0%	27,603	1.7%	27,897	1.7%	27,984	1.1%
On-trade sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	24,281	-3.1%	24,018	-3.2%	23,671	-4.4%	23,358	-4.7%
2001	23,134	-4.7%	22,961	-4.4%	22,794	-3.7%	22,763	-2.5%
2002	22,811	-1.4%	22,725	-1.0%	22,552	-1.1%	22,333	-1.9%
2003	22,165	0.0%	22,013	0.0%	21,981	0.0%	21,890	-2.0%
2004	21,821	-1.5%	21,796	-1.0%	21,621	-1.6%	21,513	-1.7%
2005	21,381	-2.0%	21,064	-3.4%	20,935	-3.2%	20,729	-3.6%
2006	20,499	-4.1%	20,466	-2.8%	20,145	-3.8%	19,942	-3.8%
2007	19,770	-3.6%	19,423	-5.1%	19,166	-4.9%	18,737	-6.0%
2008	18,389	-7.0%	17,876	-8.0%	17,506	-8.7%	17,048	-9.0%
2009	16,818	-8.5%	16,634	-6.9%	16,451	-6.0%	16,256	-4.6%
2010	15,951	-5.2%	15,714	-5.5%	15,430	-6.2%	15,135	-6.9%
2011	15,075	-5.5%	14,980	-4.7%	14,894	-3.5%	14,925	-1.4%
2012	14,766	-2.1%	14,576	-2.7%	14,379	-3.5%	14,166	-5.1%
2013	13,997	-5.2%	13,773	-5.5%	13,737	-4.5%	13,690	-3.4%
2014	13,600	-2.8%	13,677	-0.7%	13,610	-0.9%	13,537	-1.1%
2015	13,469	-1.0%	13,322	-2.6%	13,306	-2.2%	13,230	-2.3%
2016	13,218	-1.9%	13,153	-1.3%	13,035	-2.0%	12,933	-2.2%
2017	12,836	-2.9%	12,831	-2.4%	12,710	-2.5%	12,637	-2.4%
2018	12,684	-1.2%	12,579	-2.0%	12,628	-0.6%	12,730	0.7%
2019	12,707	0.2%	12,616	0.3%	12,682	0.4%	12,632	-0.8%
Off-trade sales	Q1		Q2		Q3		Q4	
	Volume	% change	Volume	% change	Volume	% change	Volume	% change
2000	11,183	5.3%	11,484	12.9%	11,381	6.9%	11,215	-0.9%
2001	11,397	1.9%	11,471	-0.1%	11,679	2.6%	11,864	5.8%
2002	12,143	6.5%	12,562	9.5%	12,649	8.3%	12,808	8.0%
2003	12,888	0.0%	13,020	0.0%	13,502	0.0%	13,610	6.3%
2004	13,949	8.2%	14,174	8.9%	13,874	2.8%	14,128	3.8%
2005	14,032	0.6%	13,951	-1.6%	14,279	2.9%	14,173	0.3%
2006	14,278	1.8%	14,725	5.6%	14,451	1.2%	14,506	2.4%
2007	14,496	1.5%	14,177	-3.7%	14,391	-0.4%	14,418	-0.6%
2008	14,755	1.8%	14,915	5.2%	14,707	2.2%	14,434	0.1%
2009	14,143	-4.2%	13,909	-6.7%	14,052	-4.5%	13,958	-3.3%
2010	13,976	-1.2%	14,512	4.3%	14,084	0.2%	14,015	0.4%
2011	13,928	-0.3%	13,293	-8.4%	13,598	-3.5%	13,552	-3.3%
2012	13,646	-2.0%	13,409	0.9%	13,169	-3.2%	12,866	-5.1%
2013	12,875	-5.7%	12,757	-4.9%	13,161	-0.1%	13,308	3.4%
2014	13,248	2.9%	13,742	7.7%	13,475	2.4%	13,553	1.8%
2015	13,578	2.5%	13,345	-2.9%	13,688	1.6%	13,740	1.4%
2016	13,694	0.9%	13,873	4.0%	13,756	0.5%	13,790	0.4%
2017	14,070	2.8%	14,146	2.0%	14,139	2.8%	14,280	3.6%
2018	14,264	1.4%	14,570	3.0%	14,791	4.6%	14,953	4.7%
2019	15,059	5.6%	14,987	2.9%	15,216	2.9%	15,352	2.7%

APPENDIX 2

Everard Cole Sales Particulars



Salmon Inn

Freehold

Offers in Excess of £500,000 Plus VAT
 Salmon Inn, East Ord, Berwick Upon Tweed,
 Northumberland, TD15 2NS

AT A GLANCE

- Detached traditional village pub
- Open plan trading area
- Catering kitchen (not currently used)
- Large beer garden
- Car park



Viewing and Further Information

James Boshier
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PROPERTY

The property is detached and of stone construction under a pitched slate roof. Entry through the front porch leads to a traditional open plan bar area of character, having part polished wooden floor, exposed ceiling beams, open fire with feature surround and an impressive central bar servery. The whole bar area can seat approximately 50-60 persons on fixed perimeter seating and an assortment of chairs around polished timber top tables. The pub only currently operates on wet sales but the pub does have a well equipped commercial catering kitchen should there be demand for a food offer.

Ladies and Gentlemen's toilets, Beer cellar and general store. To the side and rear of the property is a car park for approximately 20 vehicles and a large leaved beer garden which could accommodate over 100 people. The private accommodation is spacious and comprises three bedrooms, lounge, kitchen and bathroom, all of which are in good condition.

THE BUSINESS

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

PLANNING

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

UTILITIES

All mains services are connected.

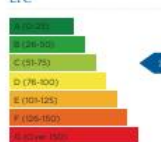
RATES & CHARGES

The property is in an area administered by Northumberland District Council. The 2017 Rateable Value has been assessed at £21,500. We advise any interested parties to make their own enquiries.

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.

EPC



LOCATION

The property occupies a prominent position in a plot of 0.443 Acres some 1.5 miles from Berwick Upon Tweed town centre in the village of East Ord, Berwick-upon-Tweed, sometimes known simply as Berwick, is a town and civil parish in Northumberland, England located approximately just 2 miles south of the Anglo-Scottish border, it is the northern most town in England.



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