



## Chelsea Pensioner

358 Fulham Road, London, SW10 9UU

- Main road position next to Stamford Bridge Stadium
- Ground floor and basement pub
- Bar, pool area, and karaoke room
- Trade patio (20-30)
- Hugely popular with Chelsea season ticket holders
- Extremely busy position on match days
- Held on attractive free-of-tie lease

Leasehold | £350,000





## LOCATION

The Chelsea Pensioner is located in the Fulham area of London, in the Royal Borough of Kensington & Chelsea, known as one of the most affluent boroughs in the capital. The property lies approximately 3.2 miles south west of Charing Cross, 1 mile south of Earls Court and 1 mile west of Battersea Park. The Chelsea Pensioner lies a stones throw from Stamford Bridge Stadium, home of Premiership giants Chelsea Football Club. The stadium boasts a capacity of 40, 853 with plans to further extend to 60,000 by 2024. The stadium brings in vast amounts of visitors to the area not only on matchdays but also those visiting the museum, stadium tours, club shop and the stadium's hotels.

The area is easily accessible via TFL with District Line services from Fulham Broadway as well as Overground and Southern services from nearby Imperial Wharf and West Brompton.

The Chelsea Pensioner occupies and ground floor and basement lock-up public house situated on Fulham Road close to the Stamford Gate entrance to the stadium. Fulham Road is the main thoroughfare on matchdays filtering fans between Earls Court tube station and the stadium. A virtual tour of the property can be accessed online [here](#).

## TRADE AREAS

Entrance from Fulham Road directly into MAIN BAR. The bar is presented with stripped wood flooring, flat screen TVs, 4k projector and screen, speakers and Chelsea memorabilia. The bar is serviced by a wood built bar servery housing 4 double drinks fridges, ice machine, glass washer and EPOS till system. The bar is capable of providing seating for up to 70 customers dependant on layout, with room for plenty more standing.

Offset from the bar is a POOL AREA with pool table, flat screen TV and casual seating for 10. Offset is a DISABLED WC.

Also offset from the pool area is a private hire TV ROOM which is capable of seating up to 15. This area is hireable with a minimum spend of £1,000.

Descending from the pool area is staircase access to a internal lobby area which in turn provides access to a KARAOKE ROOM. The karaoke room is equipped with its own bar servery, double drinks fridge, lighting, air conditioning and TV. This room provides seating for 40, with room for more standing. Offset are two STORE ROOMS.

Also offset from the lobby is a fully fitted TRADE KITCHEN equipped with non-slip flooring, extractor,

three microwaves, salad bar, double deep fat fryer, 4 burner range cooker, convection oven, stainless steel sinks and ho pass.

Furthermore there are refurbished MALE WCs and FEMALE WCs.

Ancillary areas include chilled BARREL ROOM and further CELLAR STORAGE.

## EXTERNAL

Located at basement level there is a quaint enclosed TRADE PATIO which is well decorated and provides seating for 20-30. This area is permitted to remain open until 22:00.

## THE BUSINESS

Our clients have owned and operated the Chelsea Pensioner for the past 7 years and during this time have taken a heavily dilapidated and under trading boozer and converted it into a desirable venue popular with locals and football fans. The business is hugely popular on matchdays with a strong following from season ticket holders. The business is also well utilised on away matchdays with fans attending to watch televised games on the numerous TVs and high quality projector. During the week the business is popular with locals not associated with the football club.

The business boasts a strong social media presence, which also demonstrates how busy the premises can get on matchdays ([www.facebook.com/thechelseapensioner](http://www.facebook.com/thechelseapensioner))

It is our understanding that the karaoke room is regularly hired out, estimated to be booked 250 days a year.

The Chelsea Pensioner is a renowned and well-established business which offers the opportunity for a new owner to greatly increase turnover and bottom line net profit with little to no adjustments to the business model. Currently the business operates a takeaway food service through Deliveroo and Uber eats. Accounting detail can be made available to serious parties following a formal viewing.

We of the opinion that the Chelsea Pensioner would suit a hands-on owner operator, investor or multiple operator alike.

The business would make a fantastic addition to an already established portfolio of public houses and is capable of being run under management.





## TENURE & PRICE

**LEASEHOLD £350,000** to include fixtures, fittings and goodwill. Stock at valuation in addition.

Sale by way of Share Sale of the debt free limited company.

The Chelsea Pensioner is held on a fully repairing and insuring lease agreement from Wellington Pub Company. The lease is for a term of 25 years commencing 30 April 2013, with an additional 5 year extension taking the agreement to 2043. Rent currently stands at £60,000 per annum plus VAT, subject to 5 yearly rent reviews. The lease does not require Personal Guarantors. The lease is free of all trade ties. A copy of the lease is available on request.

No direct approach to be made to the business; please direct all communications through Sidney Phillips.

Viewing strictly by appointment only.

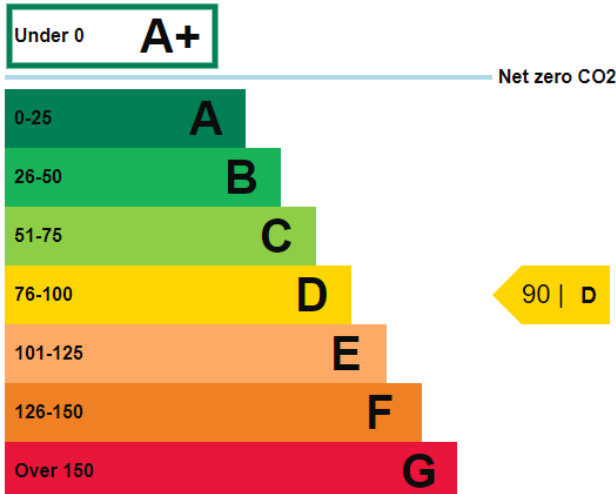
## LICENCE

A full premises licence is held with the Royal Borough of Kensington & Chelsea under reference 05/911170 permitting the sale of alcohol by retail:  
Monday to Sunday 10:00-00:00

## SERVICES

All mains services are connected.

Rateable Value £18,000.



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Email: [SouthEast@sidneyphillips.co.uk](mailto:SouthEast@sidneyphillips.co.uk)

Sidney Phillips Limited, Shepherds Meadow, Eaton Bishop. Hereford, HR2 9UA Registered in England and Wales: No. 2362635

