THE
POTTERS HERON

AMPFIELD, ROMSEY, S051 9ZF

Knight Frank



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INTRODUCTION

Knight Frank LLP has been instructed as Sole Selling Agent to secure a purchaser for The Potters Heron Hotel.

This is a fantastic opportunity to acquire the freehold interest, free from branding and management, of a privately owned hotel in an enviable south coast location in Hampshire. It is conveniently located between the historic cities of Winchester and Southampton and provides easy access to a wealth of attractions, including the stunning South Downs and New Forest National Parks.

The Potters Heron is a profitable, multi-faceted business situated in the village of Ampfield. It is a destination within its own right, comprising 53 en-suite bedrooms, 6 event and conference rooms, a restaurant, a bar lounge area and a car park with approximately 175 car parking spaces.

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Viewing by appointment only.

These particulars are intended only as a guide and must not be relied upon as statements of fact.
Your attention is drawn to the Important Notice on the last page of this brochure.

INVESTMENT HIGHLIGHTS

- A distinctive country house hotel with a multi-faceted business
- Strategically located in an affluent area
- Freehold interest, free from branding and management
- Sold as a Transfer of Going Concern with Vacant Possession
- The hotel comprises a total of 53 carefully designed en-suite bedrooms, majority with a balcony or terrace
- A restaurant (100 covers)
- Bar areas and a private dining space (25 covers)
- Six exclusive event spaces of various sizes and a business lounge. (150 maximum capacity)
- Potential to add additional bedrooms and a strong revenue growth potential
- Staff accommodation comprises a manager's flat, with 2 bedrooms, as well as 9 additional staff bedrooms
- It is set in 3.2 acres, including parking for 175 cars







LOCATION

The Potters Heron is a charming country house hotel situated in the quaint village of Ampfield, nestled in the heart of Hampshire, England. The Hotel has a countryside aesthetic, featuring a distinctive thatched roof and rustic charm that seamlessly blends with its natural surroundings.

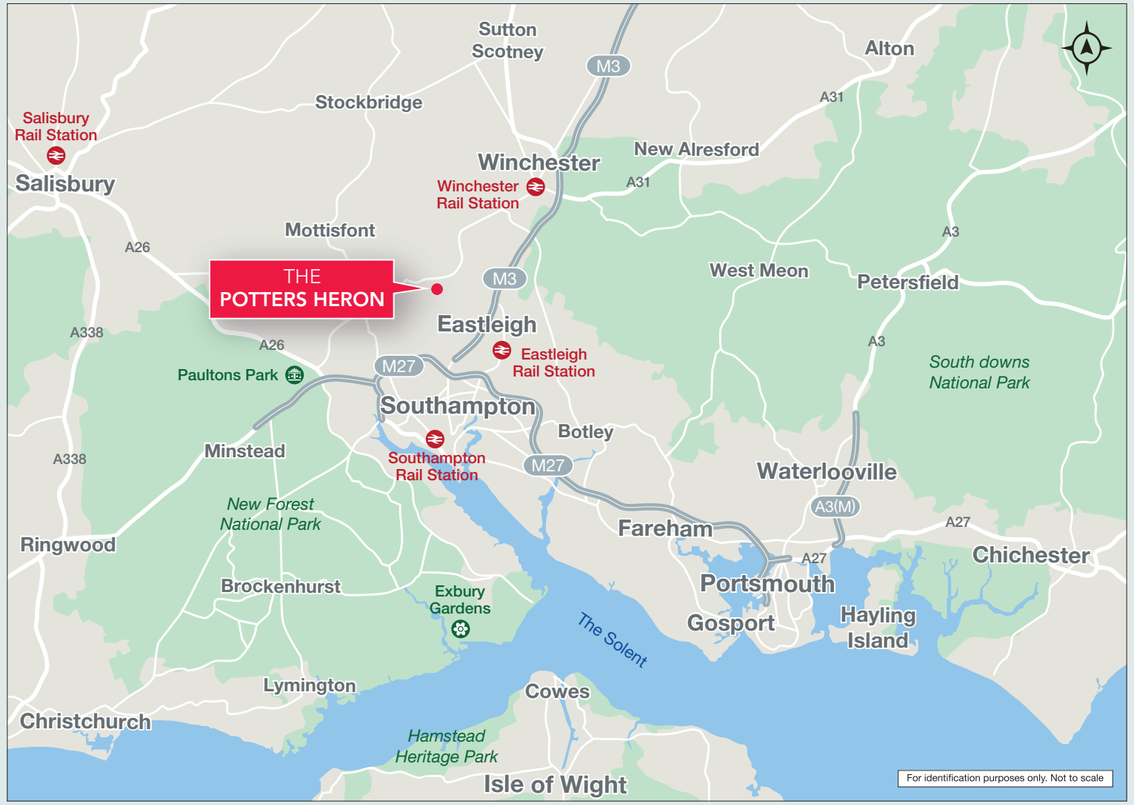
The Property is strategically situated, set within picturesque rural surroundings, its prominent roadside location is just 3 miles from junction 12 of the M3. It is conveniently located between the historic cities of Winchester and Southampton on the A3090. The Potters Heron provides easy access to a wealth of attractions, including the South Downs National Park and the stunning New Forest National Park as well as Exbury Gardens and steam railway and Paultons Park (Home of Peppa Pig World). Its idyllic setting makes it a perfect retreat for those seeking a peaceful countryside getaway while still being within reach of vibrant urban centres. It also provides a refreshing alternative to traditional meeting and events venues.

The property has excellent connectivity; it is circa 3 miles (7 mins) north of Chandler's Ford and 4.5 miles (10 mins) north-east of Romsey, both of which have rail stations serviced by South Western Railways. The Hotel is also only 7 miles (15 mins) from Winchester and 9 miles (20 mins) from Southampton.

Southampton offers regular services to London and other major cities; there is a direct train to London Waterloo (1hr 20 mins) which runs via Winchester. Southampton Airport is also within easy reach, ensuring swift connections for international visitors. Despite its tranquil rural setting, The Potters Heron's strategic location ensures guests are well-connected to key transport hubs and local attractions.



South Downs National Park





New Forest National Park



Winchester, Hampshire

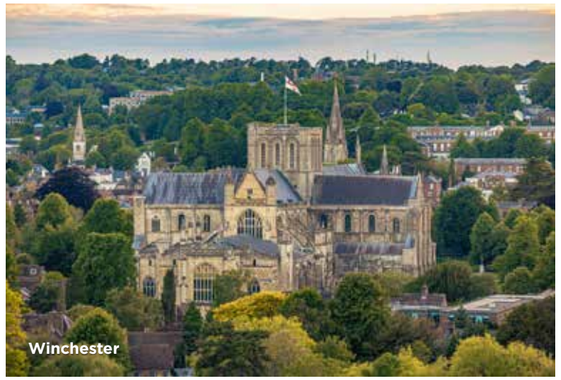
BUSINESS DRIVERS

The Potters Heron provides easy access to a wealth of attractions.

HISTORIC CITIES

Winchester, the historic capital of England, is a charming city steeped in rich heritage and cultural significance. Located in Hampshire, this picturesque city is renowned for its blend of historical landmarks, cultural attractions, and natural beauty, including its magnificent Winchester Cathedral, one of the largest and oldest cathedrals in Europe, featuring stunning Gothic architecture and a fascinating history dating back to the 11th century. The city is also home to the Great Hall, where the legendary King Arthur's Round Table is displayed, adding a touch of myth and legend to its historical tapestry. Winchester's streets are lined with an array of independent shops, cosy cafes, and traditional pubs, creating a vibrant yet relaxed atmosphere.


Southampton


Winchester

Southampton, a dynamic port city on the south coast of England, is a vibrant hub of maritime heritage, modern culture, and economic activity. As one of the UK's major ports, Southampton has a rich seafaring history, famously serving as the departure point for the RMS Titanic in 1912. The SeaCity Museum provides an insightful look into the city's maritime past, including detailed exhibits on the Titanic. Southampton's cultural scene is equally impressive, with the Mayflower Theatre, one of the largest in southern England, hosting a variety of performances, from West End shows to ballet. With its unique mix of history, culture, and modern amenities, Southampton is a thriving city that appeals to residents and visitors alike.

SOUTH DOWNS NATIONAL PARK

The South Downs National Park, located in southeastern England, spans over 1,600 km2 of breathtaking landscapes, stretching from Winchester in the west to Eastbourne in the east. This expansive park is renowned for its rolling chalk hills, picturesque valleys, and rich biodiversity. Visitors can explore a diverse range of habitats, including ancient woodlands, vibrant heathlands, and meandering rivers. The South Downs Way, a long-distance footpath that traverses the entire length of the park, offers hikers and cyclists stunning panoramic views of the English countryside.


South Downs National Park

PAULTONS PARK (HOME OF PEPPA PIG WORLD)

Paultons Park, located on the edge of the New Forest in Hampshire, is a renowned family theme park offering a delightful blend of thrilling rides, engaging attractions, and beautiful gardens that attracts over 1 million visitors a year. Spanning 140 acres, the park is home to over 70 rides and attractions, catering to visitors of all ages. One of its most famous areas is Peppa Pig World, a themed section dedicated to the beloved children's character, featuring gentle rides and interactive experiences perfect for younger guests. For those seeking more excitement, Paultons Park boasts roller coasters, water rides, and adventure play areas. The park is also set within beautifully landscaped grounds, complete with tranquil lakes, vibrant flower gardens, and an array of exotic birds and animals.


Peppa Pig World


Exbury Gardens

EXBURY GARDENS & STEAM RAILWAY

Exbury Gardens & Steam Railway is a splendid 200-acre woodland garden nestled in the New Forest, Hampshire. Renowned for its horticultural splendour, with stunning displays of rhododendrons, azaleas, and camellias, Exbury Gardens offers visitors a vibrant and colourful experience, especially during the spring and early summer months. The meticulously landscaped gardens, created by the de Rothschild family, feature a delightful mix of formal and informal planting, with winding paths, tranquil ponds, and scenic viewpoints. Adding to its charm is the Exbury Steam Railway, which takes visitors on a leisurely ride through the gardens, offering unique perspectives of the flora & fauna.

NEW FOREST NATIONAL PARK

The New Forest National Park, located in the southern part of England, is a captivating expanse of ancient woodlands, open heathlands, and picturesque grasslands. Covering over 566 km2, this national park is a haven for wildlife, including the iconic New Forest ponies that roam freely throughout the area. The park's diverse ecosystems support a rich variety of flora and fauna, making it a prime destination for nature enthusiasts and bird watchers. Steeped in history, the New Forest was originally designated as a royal hunting ground by William the Conqueror in 1079, and its timeless charm endures today.


New Forest National Park

THE OPPORTUNITY

The Potters Heron is an enchanting country house hotel situated in the picturesque Hampshire countryside. It is a multifaceted business with a strong Rooms and Food and Beverage (F&B) income streams along with obtaining a growing reputation as a popular wedding venue. Following almost 22 years of ownership, the Vendor has re-invested into the property during their tenure, most notably in 2019 following a fire that destroyed part of the building above the restaurant. The property was fully re-instated to a high specification including a new thatched roof and is in keeping with modern fire safety regulations. More recently, a soft refurbishment has been undertaken on the corridors of the bedroom areas that now present well.

The business attracts guests who visit the hotel and local area for leisure, corporate events and weddings. Whilst the trading performance for the business is respectable, there are a number of perspective value-add opportunities that a new owner can benefit from. These include refurbishing existing bedroom accommodation and re-purposing underused meeting rooms to create additional bedrooms, which would drive bedroom revenue, as well as enhancing the F&B offering to increase F&B profitability and create a well regarded destination hotel.

This is an ideal opportunity for either an existing hotel owner to incorporate into their existing portfolio or for a new entrant to acquire their first hotel and obtain a foothold in the UK country house hotel market in an affluent location in the South of England.



THE POTTERS HERON

THE HOTEL

The Potters Heron has a countryside aesthetic, comprising a detached public house, featuring a distinctive thatched roof and wooden-framed fenestration that seamlessly blends with its natural surroundings. The property is not listed but does lie within Ampfield Conservation Area.

The hotel is arranged over two floors, ground and first with 53 en-suit bedrooms.

Within the main house, the ground floor comprises the reception and lobby area, the restaurant and bar with a fully equipped commercial kitchen and 4 event / conference rooms (1 with an ancillary commercial kitchen and 2 with a private bar). The first floor comprises staff accommodation, including 1 manager's flat with 2 bedrooms and a further 9 staff bedrooms.

All of the guest bedrooms and the two remaining conference rooms are comprised within the rear extension of the hotel.

The hotel is set within circa 3.2 acres, comprising a few garden areas as well as parking with 175 car parking spaces.





Restaurant / Lounge Area



Bar

PUBLIC AREAS

Within the hotel, there is a spacious contemporary restaurant (100 covers) and an additional private dining room (The Winchester - 25 covers) as well as a popular bar.

Together the restaurant and bar make a wonderfully versatile venue; the hotel offers breakfast, morning coffee & cake, and perhaps a spot of lunch, however, its main offering is a seasonal dinner menu and on Sundays there is a selection of roasts to choose as well.

The bar has an array of local ales, beers, and spirits. The wine and drinks list showcases the Hotel's favourite drinks and changes regularly and nearly all are available by the glass (utilising a Verre De Vin system). In the afternoons the Hotel serves a range of cream and afternoon teas, with English sparkling wine.


Bar & Lounge Area




Bar


Restaurant


Lounge

CONFERENCE AND EVENTS

The Potters Heron is the perfect place to hold business meetings or corporate events; the hotel has six exclusive event spaces as well as a business lounge.

The Garden Room has capacity for up to 150 delegates. All spaces have natural daylight, and some have their own outdoor areas. There is a secondary commercial kitchen that can be used for events, as well as private bars for the two main event rooms.

The Hotel is licenced to host both civil ceremonies and receptions; the function rooms, and all of the 53 bedrooms are available for exclusive use, as well as access to the gardens to enjoy dappled shade under the matured trees.

Event Space	Capacity	Information
Garden Room	150	A fantastic space for all kinds of events. High ceilings, lots of daylight and full-service bar.
Coppice	120	One of the larger rooms comprising a private bar, two picture windows and great acoustics. Guaranteed to impress.
Ampfield	20 - 70	A flexible room that can be set up in different layouts.
The Boardroom	10	Board table, big screen and a private balcony - perfect for up to 10 delegates.
Braishfield	8	Linked to The Business Lounge, great for six to eight delegates. It has its own balcony and a big screen with easy connectivity.
Broadlands	4	A smart glass oval table, perfect for up to 4 delegates.
The Business Lounge	-	A quiet space to work, free encrypted Wi-Fi, with access to the balcony. It seats 8 with 4 work stations.



Ampfield



Coppice



The Boardroom

THE POTTERS HERON

Garden Room

GUEST ACCOMMODATION

The hotel comprises 53 guest bedrooms located on the ground or first floors. The majority of the rooms have their own balcony or terrace areas. All bedrooms have en-suite facilities, free Wi-Fi, working desk, and tea and coffee making facilities.

The are a number of different rooms available, ranging from Cosy Double to Premium Super King. These are laid out in the table adjacent. There is also one other cosy double bedroom which has been converted into a beauty salon.

Room Type	Number of Rooms
Cosy Double	2
Cosy King Double	8
Standard Family	6
Standard King Sofa Bed	6
Standard Super King	19
Premium Super King	12
TOTAL	**53**



Standard Family





Standard Super King

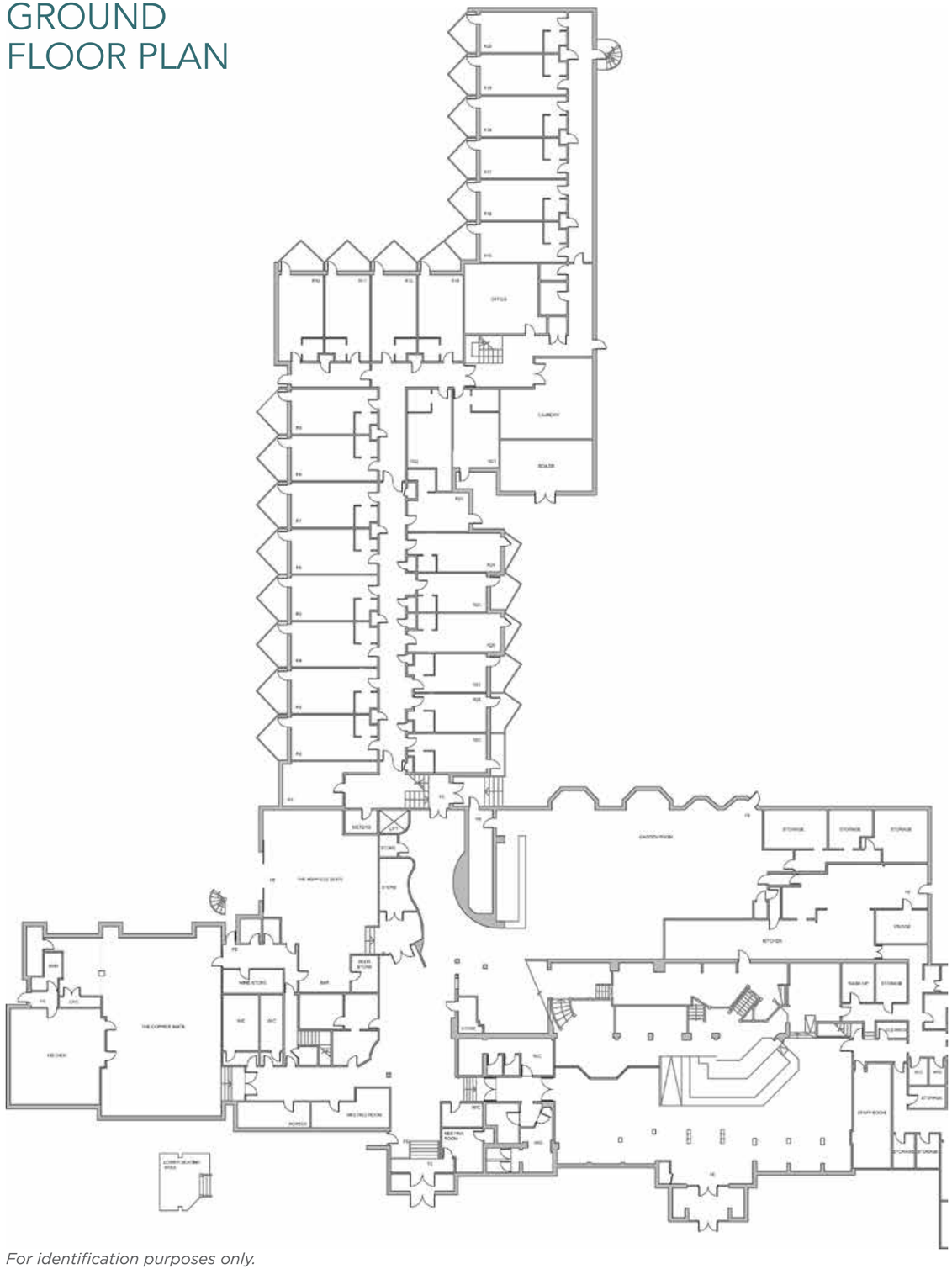


Premium Super King

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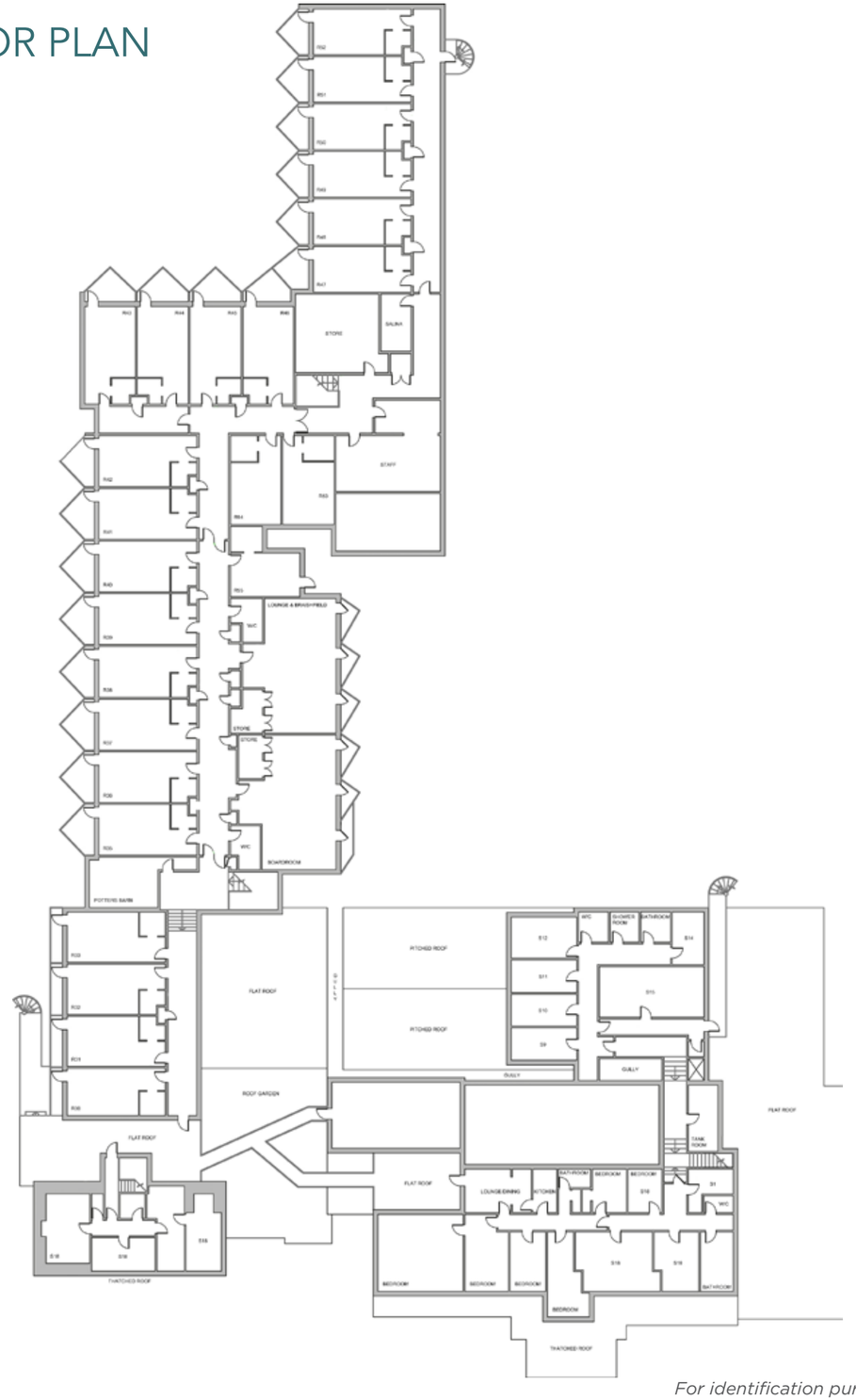


GROUND FLOOR PLAN



For identification purposes only.

FIRST FLOOR PLAN



For identification purposes only.

STAFF ACCOMMODATION

There is on site staff accommodation located on the first floor at the front of the property. This comprises the managers flat, with 2 bedrooms and a kitchen, as well as 9 additional staff bedrooms.

ADDITIONAL INFORMATION

TENURE

Freehold.

SERVICES

The property is not connected to mains gas but it is connected to mains drainage, electricity and water.

SALE STRUCTURE

The property can be sold by way of a Business and Asset Sale.

LICENCES

We are advised the business operates within the necessary licences.

FIRE RISK ASSESSMENT

We understand that the property complies with the Regulatory Reform (Fire Safety) Order 2005.

LOCAL AUTHORITY

Test Valley Borough Council.

EPC RATINGS

C58.

DATA ROOM

Access to a data room is available upon request. The data room holds relevant business and property information to enable a prospective purchaser to establish whether they wish to submit and offer. In order to gain access to the data room, prospective purchasers shall be required to agree to the terms of a Confidentiality Agreement.

PRICE

Guide Price of £5,500,000

VIEWINGS

Strictly by prior appointment with Knight Frank LLP.









Viewing is strictly by prior appointment. Please contact one of the agents to arrange:

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