



## Gray Manor Hotel

Parkhouse Cross, Cholderton, Salisbury, SP4 0EG

**Tenure - Freehold**

**Guide Price - £1,500,000**

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Leisure Property Specialists



## Summary

- 26 En-suite letting bedrooms, plus option of adding two further rooms
- Flexible function and banqueting space for up to 200 seated
- Close to Salisbury, Stonehenge and Thruxton
- Spacious domestic accommodation
- Located just off the A303
- Site area approx. 4 acres

# Floorplan

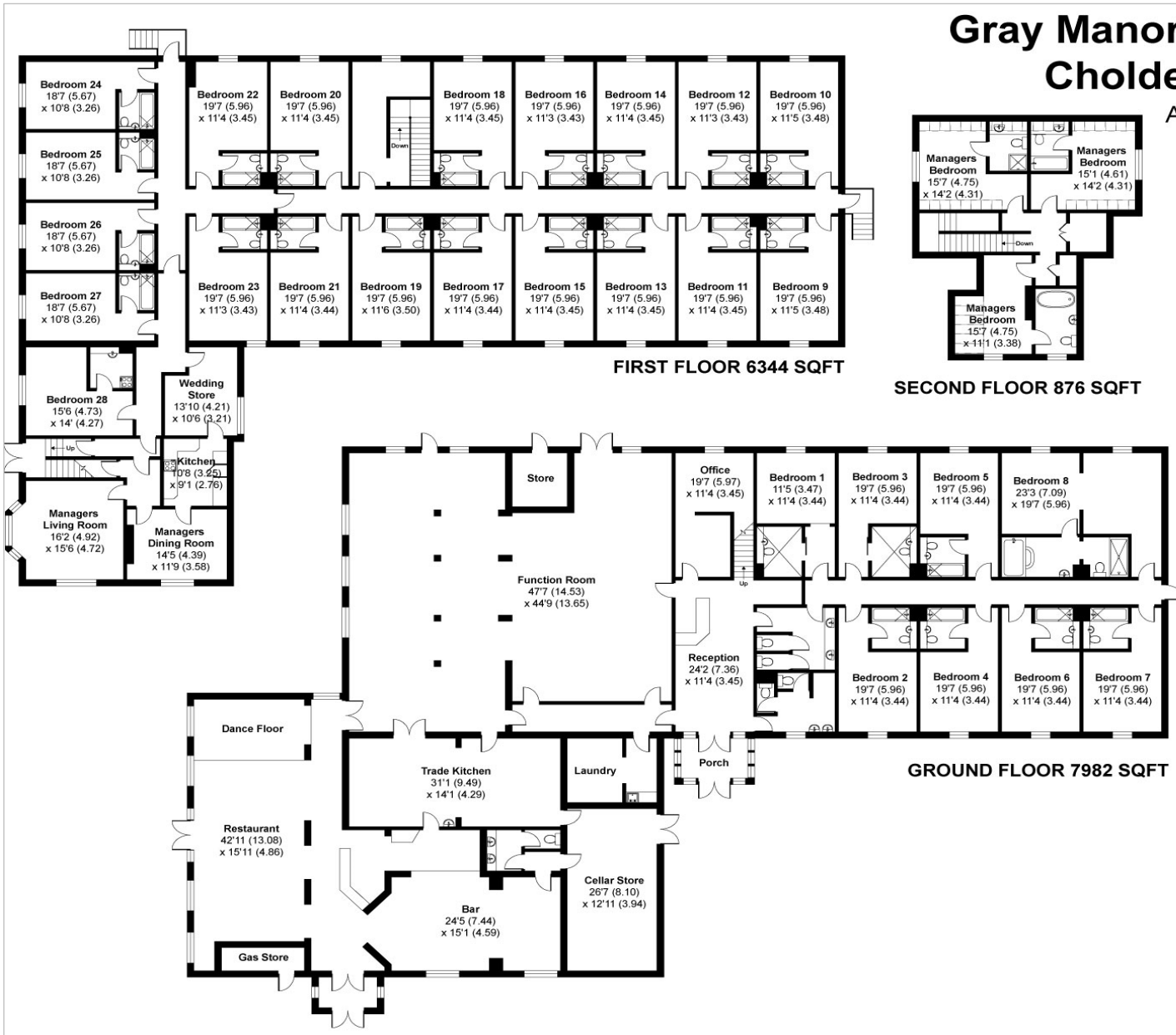
## Gray Manor Hotel, Parkhouse Cross, Cholderton, Salisbury, SP4 0EG

Approximate Area = 15084 sq ft / 1401.3 sq m

Limited Use Area(s) = 118 sq ft / 11 sq m

Total = 15202 sq ft / 1412.3 sq m

For identification only - Not to scale



Denotes restricted head height



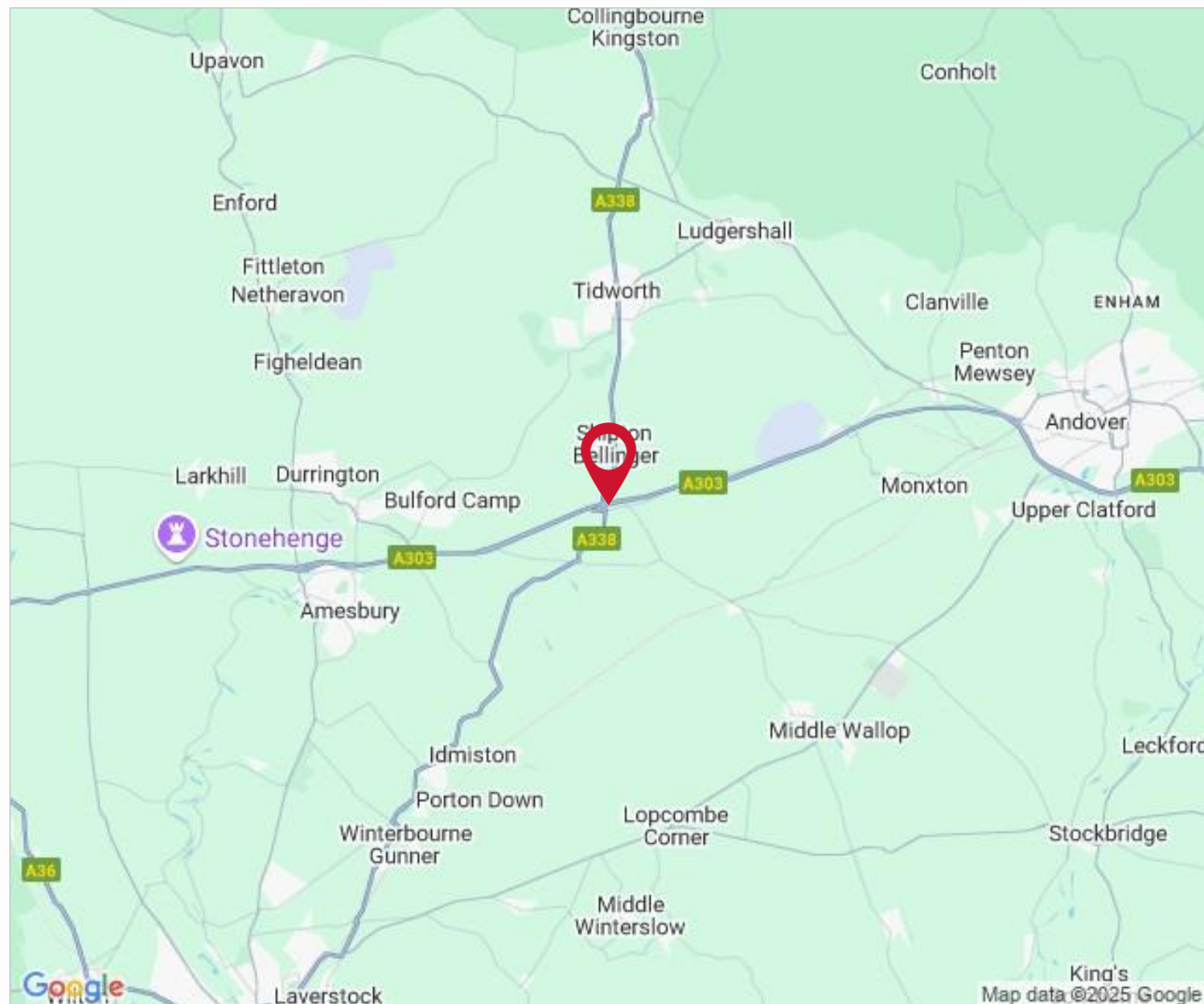
## Location

Gray Manor Hotel is situated at the junction of the A303 and A338 to the north of Salisbury, a short distance away from Thruxton motor racing circuit. The hotel is also between the North Wessex Downs National Park and the New Forest National Park between Bath, Southampton and Oxford and the villages of Amesbury, Tidworth and Middle Wallop.

The property is also close to a number of visitor attractions/places of interest to include the Army Flying Museum, Hawk Conservatory Trust of Bird of Prey Centre and Stonehenge.

## Description

The property is a substantial brick built building under a pitched and tiled roof, which has undergone various additions over time now accumulating in a 26 en-suite letting bedroom hotel.



## The Business

Gray Manor Hotel is one of the premier wedding and function venues in the NW Hampshire and East Wiltshire areas, typically doing between 40 and 50 weddings per year, with an additional 20-30 other events, mainly conferences or military. When the directors of HBH Ltd took over the business in July 2015, the hotel was operating on a “lifestyle” basis by the previous owners, and was showing a gross turnover of approximately £150,000 per annum. The current owners redesigned, re-decorated and re-branded the business, focusing on weddings and functions, so that by the FY 2019 turnover had risen to £642,000 with a nett profit of approximately £120,000. Covid had a major impact on the business but there is huge potential for further development of the business through improving occupancy, and sales of conferences, training events and military functions. Turnover in the FY 2023/24 was £689,000 and for FY 2024/5 is projected at £710,000 approximately.

The current majority shareholders are now in their mid-70s and would like to release the considerable assets tied up in the business with a view to moving abroad.



## Accommodation

### Letting Accommodation

The property has 26 ensuite letting bedrooms, including the luxury bridal suite, arranged over ground and first floors. There is also the option of adding two further letting rooms currently used by the Operations Director.

The luxury bridal suite features a dressing area and large ensuite bathroom.

There are two bedrooms at ground floor that are adapted for less ambulant guests, wider access doors, sliding doors to ensuite wet rooms. There are 14 bedrooms that have an additional single bed in the room.

The bedrooms have either a carpet or laminate floor covering, painted and papered walls, painted plaster ceiling with spotlights. The bathrooms have vinyl floor covering, tiled walls with painted plaster ceilings with spotlights. The bathrooms have either a shower over bath, or shower enclosure, toilet and wash hand basin.

### Public Areas

The reception has a timber laminate floor covering, painted plaster walls with painted plaster panels to the ceiling. Lighting is by spot and strip lights. The reception desk has a timber top on a timber frame structure.

The meeting room and function rooms are accessed by a corridor from the reception area. These areas have a laminate timber floor covering, with painted plaster to walls and ceiling. The function rooms have good levels of natural light with doors to external areas and a patio.

There is a bar adjacent in the function room along with a separate lounge bar. The bars have drinks dispensers along with shelving and chillers. The lounge bar has access to the kitchen and customer toilets.

The customer toilets are at ground level adjacent to the reception and in the lounge bar.

### Ancillary Areas

The ancillary areas comprise a kitchen with cold store and wash-up area along with linen and storage rooms.

The kitchen has a non-slip vinyl floor covering, painted plaster to walls and ceiling.

There is a metal fire escape stair to the rear of the hotel.

The property has a small basement area with access from the storeroom and boiler.

### Private Accommodation

The property includes a split-level staff flat at first and part attic level in the original building.

It comprises three double bedrooms, a lounge, dining room and kitchen.

In addition there are two single bedrooms currently converted to a studio for use by the Operations Director.

## External Areas

The property has extensive grounds that have a mix of maintained and informal areas. There is a patio area with access from the function room that has stone slabs and planters. There is a children's play area set down from the patio area, along with decking and a sheltered area.

The grounds surrounding the hotel are mainly laid to lawn interspersed with mature trees and shrubs. There are belts of mature trees forming the boundary which provides an element of shielding to the main road and the A303.

The property has a large car park with a gravel surface and parking for around 100 cars. There is an overflow parking area to the rear.

There is timber framed and clad buildings to the rear of the property that provide additional storage.











## Tenure

Freehold.

## Business Rates

The property is in an area administered by Test Valley Borough Council.

The public house is described in the VOA website as 'Hotel and Premises' and shows a Rateable Value of £31,000 (with effect from 1st April 2024).

Council tax Band A.

## Premises Licence

A premises licence prevails with the main activities being:-

- Sale of Alcohol  
Monday to Sunday            12.00 midday to 1.00 am
- Late Night Refreshment  
Monday to Sunday            11.00 pm to 1.30 am
- Live & Recorded Music  
Monday to Sunday            12.00 midday to 1.00 am

## Planning

The property is not listed nor situated in a Conservation Area. The property is not listed as an Asset of Community Value (ACV).

## Services

Connected to mains water and electricity. Sewage is via a commercial septic tank in the grounds which is shortly to be replaced with a state of the art new sewage treatment plant. Heating is via wall mounted radiators served by gas fired boilers. We understand that there is fire detection and intruder alarm system along with internal CCTV to common parts and the external areas.

## EPC

An Energy Performance Certificate is being prepared by our client and will be made available to prospective purchasers in due course.

## Finance & Insurance

If you would like to take advantage of the knowledge and experience of a selection of firms who specialise in providing finance and insurance for licensed properties contact your local Fleurets office. A phone call may help to provide you with terms and/or cover, which best fits your requirements.

## Money Laundering

The Money Laundering Regulations require us to conduct checks upon all Purchasers (including Tenants). Prospective Purchaser(s) will need to provide proof of identity and residence. For a Company any person owning more than 25% must provide the same.

## VAT

All prices quoted and offers made shall be deemed to be exclusive of VAT and VAT will be added where applicable. In most cases VAT is reclaimable. Prospective purchasers should consult their accountant for professional advice in this respect.

## Further Information & Viewing

For further information and to arrange a viewing, please contact Nick Earee on 07836 541 790. A discreet customer inspection is recommended in the first instance.





For further information please log onto [fleurets.com](http://fleurets.com) or give Nick a call.



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