



Planters A21



London Road, Hurst Green , Etchingam, East Sussex, TN19 7QS

GUIDE PRICE: £1,500,000 Plus stock

Christie.com reference 3818300

OVERVIEW

Christie and Co are delighted to bring to the market this independently owned freehold Farm Shop, Garden Centre and fully established Café and Antiques Centre.

The business occupies a large site of approaching 4 acres and is surrounded by open farmland and local vineyards whilst also benefitting from its A21 roadside position, a major route linking the East Sussex coast to London.



OVERVIEW

The business has seen considerable capital investment of over £800,000 in recent years including:

- Rebuilt Food Hall and Garden Centre Buildings.
- All other buildings re-roofed
- New Toilet facilities
- Resurfacing of the car park
- New waste treatment plant
- All new electrical installation
- New plant including Chillers, freezers and heating/aircon

This property provides an excellent opportunity for a purchaser to invest in an established business with multiple revenue streams including a recently refurbished food hall fully equipped with fresh bakery section, butcher's counter and wine cellar, and garden centre offering a wide selection of plants, pots, gifts and garden care. The fully established café has seating for over 60 people internally and a large café garden and patio offers further seating and a children's play area. This popular café is currently rented to a third party operator on a licensee basis. A new owner could choose to continue with this arrangement or operate the café themselves.

The owners also rents a barn of the retail space to a specialist independent antique dealers



KEY INVESTMENT HIGHLIGHTS



3.85 acre freehold site
benefitting from c.£800,000
of investment in last 3 years



Large recently modernised
and resurfaced customer
car park



YE 29th Feb 2024
Adjusted Net Profit
£145,017



Strong concession income
from the café and antiques
centre. Currently C. £45,000



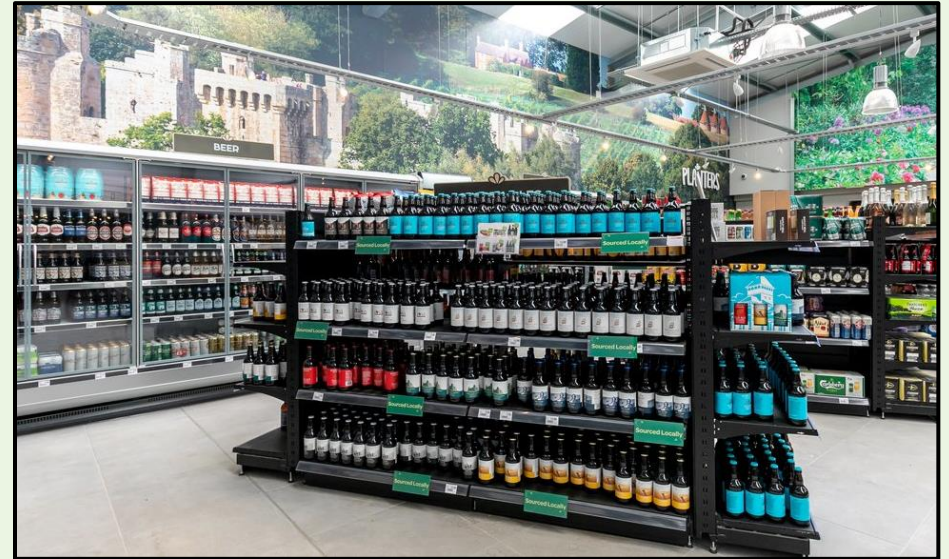
There is considerable scope to further expand the range of
products sold, especially in the garden centre offering as well as
opportunity to grow concession income



THE OPPORTUNITY

With spacious facilities and an A21 location, the possibilities for expansion are substantial. Here's what sets this business apart:

- **Dedicated Management Team:** The current owner's limited availability presents a golden opportunity for a committed on-site management team to capitalise on untapped revenue streams.
- **Revamped Food Hall:** Recently rebuilt in 2021, the expansive food hall beckons entrepreneurs with its vast potential to bolster food and alcohol sales.
- **Green Thumb Haven:** Despite being a garden centre, plant sales are currently underutilised. A new owner with botanical expertise and/or a strategic investment in plant stocks could skyrocket sales, especially with the opportunity to extend offerings beyond the traditional Spring and Summer seasons.
- **Strategic Partnerships:** Collaborate with local small businesses to unlock additional revenue streams. Leverage the site's ample space to offer rental opportunities, fostering mutually beneficial partnerships that enhance the business's appeal.
- **Fresh Beginnings:** Since its recent transformation in 2021, the business is ripe for expansion. With a state-of-the-art food hall and modernised garden centre, capitalise on the momentum as more customers discover the reinvigorated space.
- **Untapped Advertising Potential:** Despite its immense offerings, the business currently allocates minimal resources to external advertising. With the right marketing strategy, there is considerable potential to attract new clientele and boost brand visibility.



LOCATION

Planters is located on the main A21 London Road which links the East Sussex coast to London. It is located around 14 miles South East of Royal Tunbridge Wells close to the East Sussex / Kent border on the outskirts of the village of Hurst Green within the High Weald Area of Outstanding Natural Beauty.

The latest census data shows that 478,457 people live within a 25km radius of the site. The demographic reports also indicate that this is an affluent area with higher than average home ownership and close to 35% of local residents being in the SEC 1 and SEC 2 social class sectors.



FINANCIAL SUMMARY

YE 29/2/2024

Turnover	£1,204,027
Gross Profit	£338,667
Rental Income	£46,200
Adjusted Net Profit	£145,017

The café had a turnover of c.£450,000 (inclusive of VAT) in the past twelve months. Café turnover is not included in the financial summary above.

Full financial statements and detailed sales reports, showing sales by category are available upon request

CONCESSION SCHEDULE

CONCESSION HOLDER	ANNUAL RENT
Cafe	£22,200
Antiques Centre	£24,000

SITE PLAN



MULTIPLE INCOME STREAMS



Food Hall - After a comprehensive refurbishment in 2021, Planters Food Hall now provides a butchers counter, fresh bakery section, wine cellar and a full selection of grocery and home essentials.



Café - The cosy Café has a bright conservatory that overlooks the garden and provides a freshly prepared breakfast, lunch and afternoon tea menu.



Garden Centre - The Garden Centre offers an amazing selection of seasonal plants as well as garden furniture, pet care and giftware. It also boasts one of the largest plant pot ranges in East Sussex!



Antiques and Vintage Barn - Planters is also home to the Antiques and Vintage Barn where five independent Sussex based dealers, offer antiques and vintage items.



OPENING HOURS

Farm Shop open

8.30am - 7.00pm

Monday – Saturday

10.00am - 4.00pm

Sunday

Café open

10.00am - 4.00pm

Monday – Sunday

BUSINESS RATES

We are advised of the following business rates for the Café and Farm shop. The rateable value is not the rates payable.

Café – Rateable value £13,750

Farm Shop/ Store – Rateable value £23,800

Antiques Barn – Rateable value £12,500

STAFF

The business is run by an excellent team of staff with minimal day to day involvement from the owner. Full details can be made available to interested purchasers.





CONTACT

No direct approach may be made to the business.

For an appointment to view, please contact the vendor's agent:

Tom Glanvill
Director – Garden Centres & Retail
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CONDITIONS OF THESE PARTICULARS

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