



Bulls Head

Chelmarsh, Bridgnorth, Shropshire. WV16 6BA

Tenure: Freehold

Price: £975,000

Ref: 92040

SP Sidney
Phillips
Leisure & Hospitality Specialists



Key Features

- Outstanding pub, hotel & dining venue
- Traditional 18th century pub with three bars & restaurant
- 8 en suite letting bedrooms
- 7 self contained holiday cottages/apartments (15 bedrooms)
- Gardens and car parking
- Turnover £641,000 per annum net of VAT
- For sale after sixteen years in same owners' hands

Location

The village of Chelmarsh stands 4 miles south of Bridgnorth on the B4555 road to Highley. It is in the heart of the Severn Valley, a popular tourist location for those visiting the nearby town of Bridgnorth as well as ornithologists visiting Chelmarsh Reservoir, train enthusiasts visiting the Heritage Steam Railway and anglers coming to fish on the River Severn. Furthermore, it is less than one mile from The Astbury Golf & Lodge Resort, a multi-million pound leisure complex from which the business attracts much trade.

The riverside market town of Bridgnorth, which stands astride the River Severn, is one of the most popular and sought-after residential locations in the West Midlands. Other than the aforementioned steam railway, it is also the home of the famous Bridgnorth Cliff Railway, the oldest and steepest funicular railway in the UK and the only inland railway of its type in England.

The Property

The Bulls Head and its letting complex have been developed from an original 1730s pub, which is surprisingly not listed.

The core building still contains a wealth of period charm and character. It has been extended considerably and some of the original outbuildings have been developed to create a quite outstanding letting complex which can comfortably sleep over 50 guests, in addition to its core pub and restaurant trade.

The property, which must be viewed to be appreciated, is briefly described as follows:-



Trade Areas

MAIN BAR, a very attractive room with exposed stone walls throughout, beamed ceiling, quarry tiled floor and counter from CENTRAL BAR SERVERY, having stone faced front. There is a feature fireplace with exposed stone chimney breast and cast iron log burner. The room has traditional fixed and loose seating for up to 40 customers. To the rear are TWO BAR AREAS used for casual dining, again with heavily beamed ceilings, exposed stone walls and fireplace with cast iron log burner installed which stands between the two rooms. The rooms are furnished for up to 40 diners. Counter from CENTRAL BAR SERVERY. There is access from the dining areas to the main bar at two separate points.

To the rear of these three trading areas is the main RESTAURANT/SMALL FUNCTION ROOM which has boarded floor and part exposed stone walls. It has a 'conservatory' aspect to part of it with glazed ceiling and walls on two sides. The room can seat 50 customers. There is also double door access onto the adjacent trade garden. Off the inner hallway are LADIES' & GENTLEMEN'S TOILETS.

CATERING KITCHEN which is of good size, comprehensively equipped with full selection of stainless steel catering effects and work surfaces, four section fitted galvanised extraction canopy, fully tiled floor and UPVC panelled walls.

There is a self-contained OFFICE SUITE in a separate building

Owners' Accommodation

SECOND FLOOR

FLAT of three interconnecting rooms with LOUNGE, BEDROOM and BATHROOM (not currently in use). Also independently at ground floor is a LARGE ROOM utilised by our clients as a DOMESTIC LOUNGE with OWNERS' large en suite DOUBLE BEDROOM located above (which our clients utilise for their own private purposes).





Letting Accommodation

There are EIGHT WELL APPOINTED EN SUITE LETTING BEDROOMS (all being a minimum of double size, with two family size). Six of the bedrooms are over the main pub, accessed from the central staircase.

Two bedrooms are at ground floor, have external access and are appointed to disabled standard.

Self-Contained Letting Accommodation

There are SEVEN SELF-CONTAINED HOLIDAY LETS/COTTAGES in four separate buildings spread across a courtyard style arrangement. In total, these provide FIFTEEN LETTING BEDROOMS. Each has a LOUNGE/DINING ROOM, fully equipped KITCHEN and BEDROOMS. They are arranged as follows:-

GARDEN END

A ground floor self-contained apartment with ONE FAMILY SIZED BEDROOM.

APPLE TREE VIEW

A first floor two bedroom apartment with ONE FAMILY ROOM and ONE SINGLE BEDROOM (both EN SUITE).

STABLE MEWS

A ground floor apartment with ONE DOUBLE BEDROOM.

BAXTERS VIEW

A first floor self-contained apartment with ONE DOUBLE BEDROOM with stunning views.

FISHERMENS REST

A ground floor self-catering apartment with THREE BEDROOMS, ONE DOUBLE, ONE FAMILY (sleeps 4) and ONE TWIN ROOM.



HORNS COTTAGE

A two-storey self-contained cottage with TWO BEDROOMS: ONE DOUBLE, ONE SINGLE. There is also the prospect of making this into three bedrooms if utilising the interconnecting letting bedroom which has one double, two beds and the benefit of a second bathroom.

TAIL END COTTAGE

A two storey self-contained cottage with garden views with four bedrooms (which sleeps 7). There are ONE DOUBLE, TWO TWIN and ONE SINGLE ROOMS.

External

The grounds are a feature of the business and extend to 0.7 of an acre. There are garden areas in two sections with a PATIO adjacent to the main 'pub' and a well presented LAWNED and PATIO AREA set simply amongst the accommodation. This is well maintained and presented with many mature shrubs and borders etc, as one would expect given our clients' length of tenure at this business.

There is ample CAR PARKING with space for 30+ vehicles. There is also an OUTBUILDING utilised for general storage.

The Business

Our clients have owned the business for over sixteen years, during which time the pub has evolved into one of the premier hotel and dining venues within the area but has retained its pub atmosphere in the trading areas.

This is reflected in the trading accounts which for the year ended March 2022 showed takings net of VAT of £640,931. This trade split 40% wet sales, 30% food sales and 30% accommodation. The considerable hotel accommodation income results in an excellent gross profit of 70.5%.





Planning Permission

Full planning permission has been passed for the construction of two additional self-contained holiday cottages at the rear of the site adjacent to Tail End cottage.

Tenure & Price

FREEHOLD £975,000 to include goodwill, fixtures and fittings. Stock at valuation in addition.

Our clients' preference would be to sell the property by a way of the sale of the shares of the Limited Company: Bulls Head (Chelmarsh) Limited.

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

Viewing strictly by appointment only.

Licences

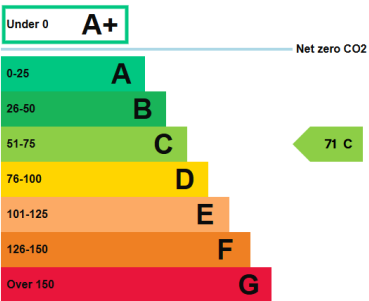
A Premises Licence is held.

Services

Mains water, electricity and drainage.
LPG gas.
Oil fired central heating.

Rateable Value:
£39,250 as at 1st April 2026.

Local Authority: Shropshire Council
0345 678 9000



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Business Mortgages

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Utility Helpline

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