

---

# The Bell Inn and Bramshaw Golf Club

BROOK, NEW FOREST, HAMPSHIRE, SO43 7HE

---









# *The Bell Inn & Bramshaw Golf Club*

BROOK, NEW FOREST, HAMPSHIRE, SO43 7HE

**The Bell Inn and Bramshaw Golf Club comprises a 28 bedroom country inn with two 18 hole golf courses and a modern purpose built clubhouse. Currently operated as a single business, but with clear scope to trade as two distinct enterprises, this well located and successful venue is being offered for sale as a whole or in two principal lots.**

## **THE BELL INN**

Historic Grade II Listed property

28 en-suite bedrooms

100 cover bar and restaurant with function capacity

Overall floor area approximately 13,477 sq ft (1,252 sq m) GIA

High standard of interior design and fully fitted

External garden and terraces

AA Four Gold Star Award & AA 2 Rosette Award (2020)

Separate customer car park to rear (46 spaces)

## **BRAMSHAW GOLF CLUB**

The Forest Course 18 hole 5,752 yards (par 69)

The Manor Course 18 hole, 6,400 yards (par 71)

Clubhouse 6,771 sq ft (629 sq m) GIA

Golf shop 1,389 sq ft (129 sq m) GIA

Practice Facilities and 13.7 acres (5.5 hectares) practice ground

Planning permission for two storey office development

Green keeper's buildings and storage yard

Manor Course car park 137 spaces

Forest Course car park excess 50 spaces

Overall site area including Bell Inn c 286 acres (115 hectares)

**[Video of the Property](#)**

**GUIDE PRICE: £4.0 MILLION**





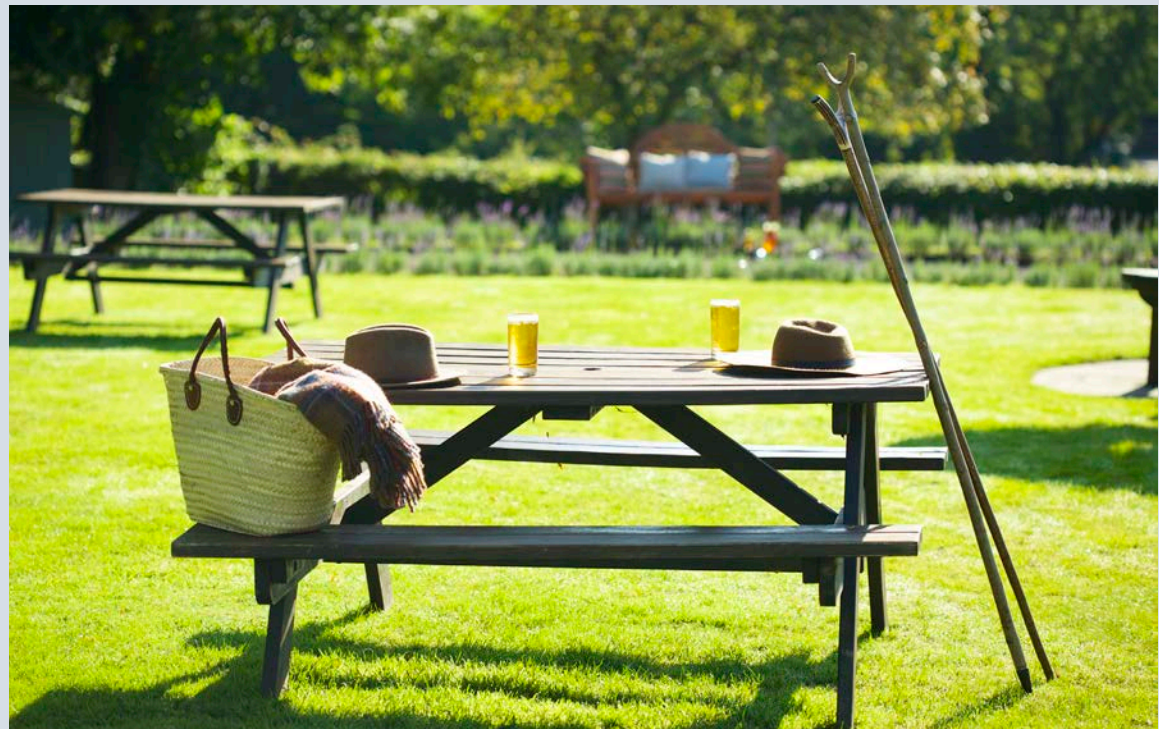
## History

The Bell Inn has been owned and operated by the Crosthwaite Eyre family for over 250 years, making it one of the oldest family owned Inns in Hampshire. Occupying a prominent position in the centre of Brook village, the Inn is renowned for its culinary excellence and high standards of service, most recently recognised in May 2018 by the award of a second AA Rosette.

Built around 1865, the Forest Course is the oldest golf course in Hampshire. Situated on common land amongst rolling heathland and meandering streams, New Forest ponies and other livestock occasionally add to the natural and designed hazards on this historic course, which offers a completely different experience to the nearby Manor Golf Course.

Opened in 1971 to a parkland design by Wilf Wiltshire for Sir Oliver Crosthwaite Eyre, the Manor Golf course, along with its modern, purpose built clubhouse, is situated adjacent to The Bell Inn. This well presented facility, with its nearby practice ground offers a more conventional golfing experience but still benefits from the attractive surroundings of the New Forest.

In view of this history it is with some reluctance that the property is offered for sale as a result of the principal owner's recent relocation abroad.









## Location

The Bell Inn and Bramshaw Golf Club are situated in the village of Brook which is in the heart of the historic New Forest National Park and conveniently located approximately 1.4 miles (2.2 km) west of the A31/M27 junction; the latter connects to the M3 via Winchester to London.

Approximate distances to key destinations include:

LOCATION	DISTANCE
London	85 miles (137 km)
Winchester	18 miles (29 km)
Southampton	11 miles (17 km)
Bournemouth	23 miles (36 km)
Lymington	13 miles (20 km)

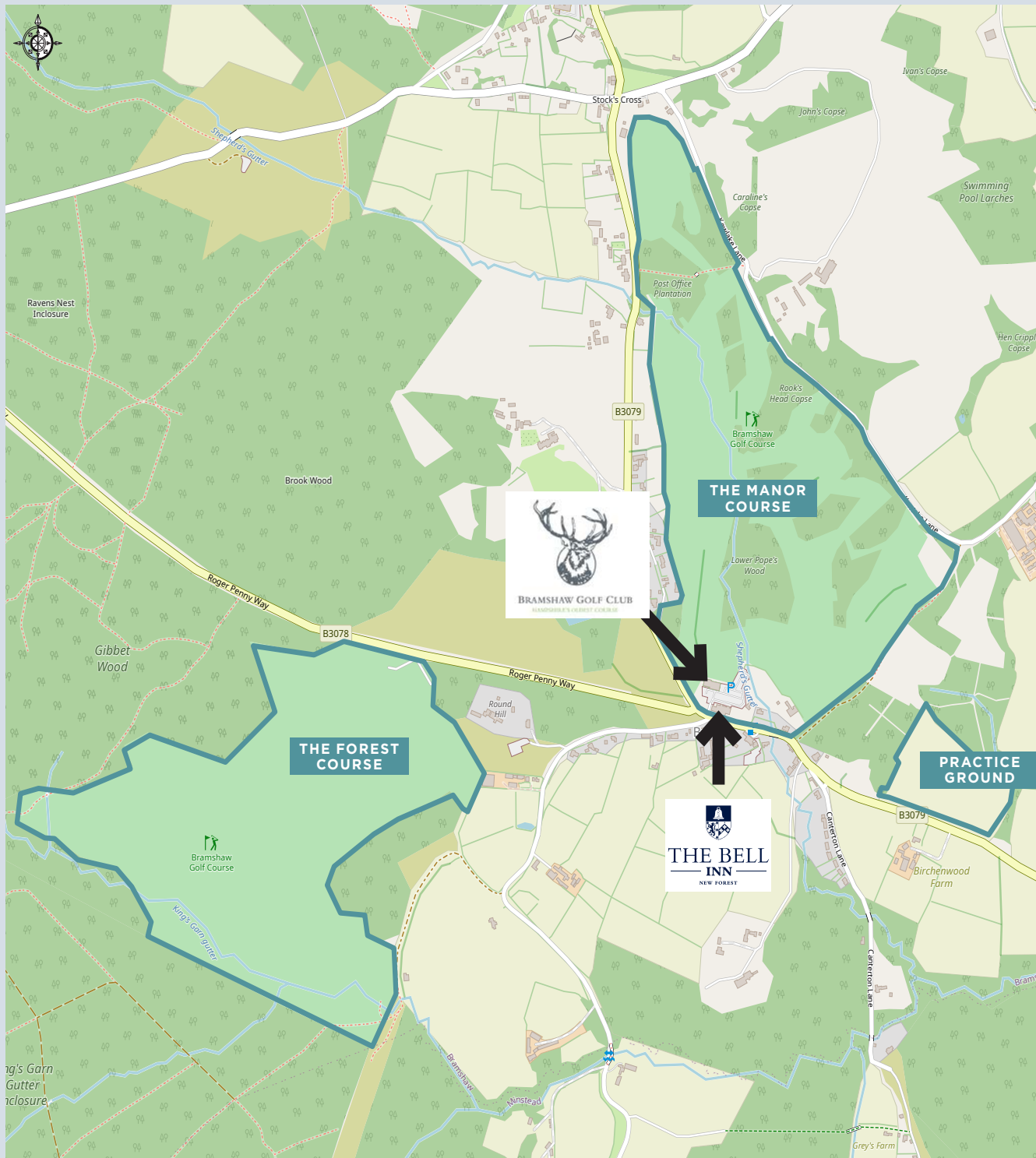
New Forest District has an estimated population of 179,753 and includes some of the UK's most desirable coastal towns such as Lymington, and inland centres such as Lyndhurst and Brockenhurst.

The New Forest National Park is a popular tourist destination which according to the Park Authority attracted an estimated 15.2 million visitors in 2017 and is forecast to grow to 17.6 million by 2037. New Forest District Council estimates that this generates 1.0 million overnight stays each year.

In addition to the countryside and seaside amenities, other popular visitor attractions include Beaulieu Motor Museum (13 miles) and Paultons Park & Peppa Pig World (5 miles).







## Site Layout & Area

The property extends to approximately 286 acres (115 hectares) located in three areas around Brook village:

DESCRIPTION	ACRES	HECTARES
The Bell Inn & The Manor Course	126.3	51.1
The Forest Course	146.4	59.2
Golf Practice Ground	13.7	5.5
<b>TOTAL</b>	<b>286.4</b>	<b>115.8</b>





## *The Bell Inn*

---

The Bell Inn is an attractive Grade II Listed building partly dating back to 1782, substantially extended between 1920 and 1989.

The original building comprises two storeys of traditional brick construction under a pitched tile roof with attic accommodation and dormer windows. Adjoining this are two further brick built extensions under a pitched tile mansard and flat roof cover.

The overall building extends to approximately 13,477 sq ft (1,252 sq m) GIA.

The main customer entrance is located to the rear of the property which leads to the reception lobby and resident's lounge (14 soft seats). There are three separate trade areas: The Oak Room restaurant (40 seated covers), Garden Room (24) and main bar (46). Internal features include wood and stone floors and quality interior design to create a bright and airy modern country pub environment with a rustic charm and contemporary twist.

Ancillary areas include a large trade kitchen with preparation, wash-up and storage areas and a manager's office. Ladies, Gents and accessible WCs are provided.

The 28-bedroom accommodation is configured to provide 10 double / twin rooms, eight double rooms, three single rooms, one twin room, two double and one single attic room and one bridal suite. Two ground floor family rooms are located in the golf clubhouse. The rooms are individually designed and a selection are dog friendly. Located to the side of the building and accessible from the Garden Room is a terrace and landscaped garden with boules court. There is ample space for a large number of external seats, if desired.

Additional background information including a 360 degree video tour can be found on the business website:

<https://www.bellinn-newforest.co.uk/>

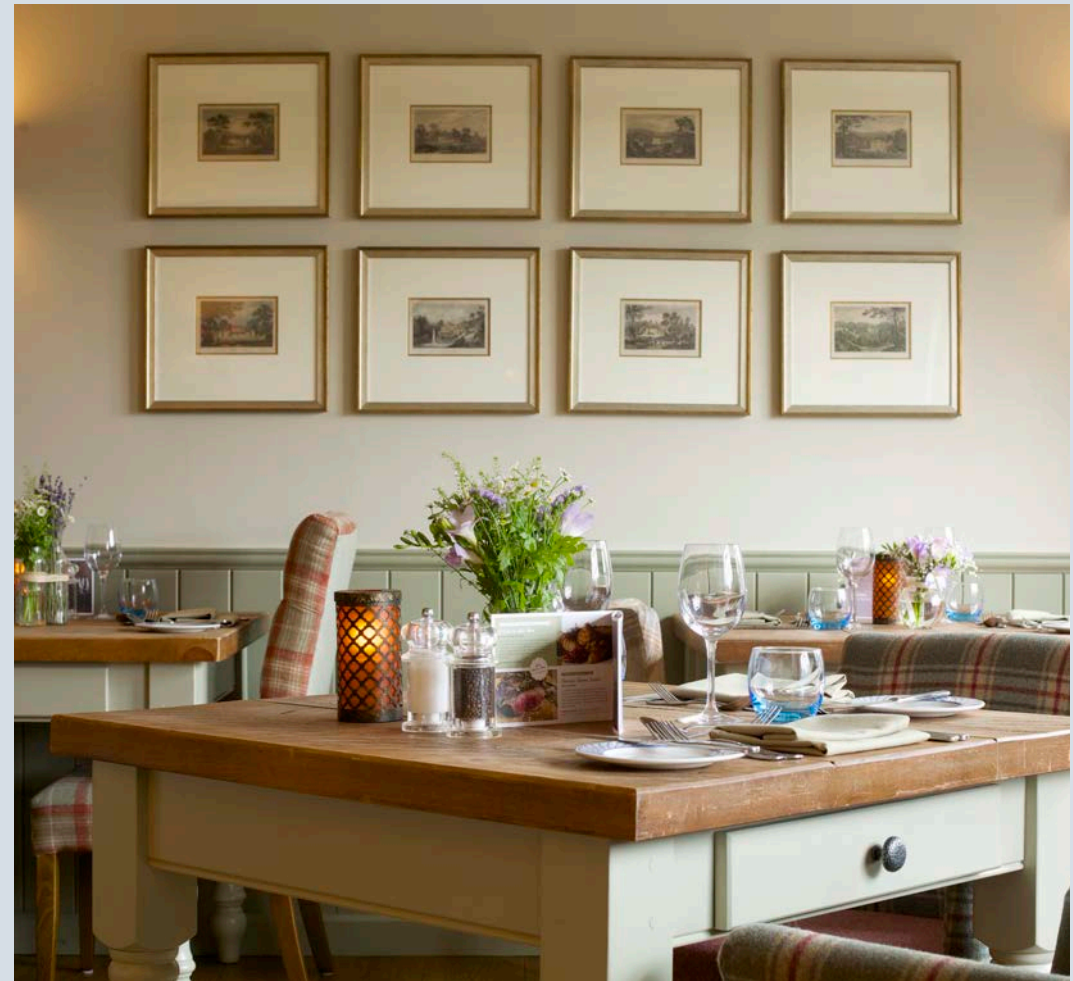




“

Between 2016 and 2018 the building underwent extensive refurbishment and combines elegant period features with modern, well presented style. It provides pub, restaurant, ancillary and 8 bedroom accommodation on the ground floor with 18 bedrooms over the second and attic floors together with 2 family rooms in the adjacent golf clubhouse.

”





## *The Manor Golf Course*

---

Located to the rear of The Bell Inn, the 18 hole Manor Golf Course was laid out over mature parkland of the Warrens Estate in 1970 to a design by Wilf Wiltshire, then club professional. The layout draws from its fine parkland setting, which includes 200 year old semi-ancient hardwood plantations set within the North East Conservation Area of the New Forest National Park.

Extending to 6,400 yards (par 71) from the white tees (6,127 yards from the yellow tees) the course is arranged in a single loop of 18 holes starting and finishing at the clubhouse, albeit that the 11th green and 12th tee are close to the clubhouse, which enables loops of 7 and 11 holes to be played.

Greens and tees are of sand based construction, with automatic irrigation laid to greens, tees and approaches. Established for nearly 50 years, the course has matured very well and offers players a fine venue for golf. Rolling, well textured fairways lead to challenging greens.



“ Honorary Life Member, founder of the European Tour and former Ryder Cup Captain, the late John Jacobs, had a long association with the club and has commented that “Bramshaw Golf Club is a warm and friendly club that I have enjoyed coming to for many years, the two quite different golf courses are a joy to play for all abilities of golfer.

”





## *The Forest Golf Course*

---

The 18 hole Forest Course is located on Brook Common, 700 metres to the west of The Bell Inn and the Manor Course. It is served by a separate stone chipping/grass car park for approximately 50 cars. There is also an overflow car park next to the 4th tee.

Part of the Forest Golf Course was first laid out in about 1865. It operated as a 9 hole course for a short period after 1890 before being extended to 18 holes on the current site in the early 1900's. The many natural features of the New Forest, particularly the rise and fall of the land and the stream that runs through the west side of the course, made it easy to create golf holes of great interest that required the skills of a seasoned links golfer to master.

The course benefitted from a multi-agency reconfiguration project completed in 2018, the aim of which was to return it as closely as possible to its original form and to enable commoning practices to continue to thrive alongside the golf operation.

Extending to 5,752 yards (par 69) from the white tees (6,127 yards from the yellow tees) the course comprises a single loop of 18 holes starting and finishing at the car park.

Greens and tees are of traditional construction, with manual irrigation provided to greens.

The whole course is designated as a Site of Special Scientific Interest and is maintained in accordance with an ecological management plan which enables it to be maintained in playable condition whilst meeting ecological objectives.

Further background information on both golf courses including a video tour can be found on the golf club website:

<https://www.bramshawgolfclub.co.uk/>





## *Golf Clubhouse*

---

The golf clubhouse is located next to The Bell Inn in a commanding position overlooking the 1st and 12th tees and 11th and 18th greens of the Manor Course, with views over the parkland course beyond.

The two storey building was built in 1982 and is of steel portal frame construction with brick and weatherboard elevations under a pitched tile roof. The accommodation extends to 6,771 sq ft (629 sq m) GIA and comprises:

### **GROUND FLOOR**

- Entrance lobby
- Ladies' locker / changing rooms with showers & WCs
- Gentlemen's locker / changing room with showers & WCs
- Management office
- Chilled beer cellar
- Boiler room
- 2 family en-suite letting bedrooms (used by The Bell Inn)

### **FIRST FLOOR**

- Lounge bar (70 covers)
- Extensive balcony overlooking the golf course (c. 22 covers)
- Dining room (60 covers)
- Ladies & Gentlemen's WCs
- Commercial kitchen and store

Storage sheds used by the kitchen adjoin the clubhouse. The clubhouse surrounds have been attractively landscaped and include a hard surfaced buggy and trolley park, along with a shoe / trolley cleaning bay.

To the south and east of the clubhouse is a tarmac surfaced car park providing 137 spaces in addition to those serving the adjoining Bell Inn.





## *Practice Facilities*

---

Next to the clubhouse there is a putting green, a chipping green and practice nets. In addition there is a 13.6 acres (5.5 hectares) practice ground located 500 metres to the east of the clubhouse, on the edge of the village. A small car park is located opposite the practice ground.

## *Golf Shop*

---

The golf shop is situated adjacent to the clubhouse overlooking the 18th green, close to the 1st and 11th tees.

The two storey building was constructed in 1990, and is of steel frame construction with brick & timber boarded elevations under a pitched tiled roof. The accommodation extends to approximately 1,389 sq ft (129 sq m) GIA and comprises a retail area, workshop and WC on the ground floor together with storage/office space on the first floor.

## *Green Keeper's Facilities*

---

The green keeper's facilities are located in a screened compound on the south east boundary of the Manor Golf Course with direct access to the public highway.

The facilities comprise two purpose built green keeping machinery stores; an office/mess room; garaging; miscellaneous stores; machinery wash-down area; oil and diesel tanks. Irrigation tanks for the Manor Course and storage bays for course materials are situated within the compound.





## *Tenure*

---

The Bell Inn, Manor Course and practice ground are all held freehold. The Forest Course is held under the terms of a Licence from the Secretary of State for Environment Food and Rural Affairs, expiring on 1 June 2025. An annual licence fee of £32,500 is payable until the end of the Licence. The practice ground car park is held on a 50 year lease at a peppercorn rent, expiring on 6 September 2048.

Until March 2020 the clubhouse food and beverage operation had been operated by BCBM Ltd, a business owned and operated by the members of Bramshaw Golf Club, under the terms of an agreement dated 1 October 2015. BCBM Ltd paid an annual fee equating to 20% of the first £100,000 of beverage sales (excluding VAT) plus 10% of turnover above £100,000. This arrangement terminated on 31 March 2020.

The golf shop and golf professional services are franchised under the terms of an agreement dated September 1991. The golf professional is paid an annual retainer, is responsible for all aspects of the golf shop, and retains all income from shop sales, lessons, repairs and buggy hire.

The property has the benefit of a private right of way on foot linking the Manor Golf Course to the practice ground.

## *Pope's Cottage*

---

Pope's Cottage is a four bedroom thatched cottage located 150 metres to the east of The Bell Inn. Currently used for staff accommodation it is excluded from the sale and is in separate ownership, but may be available by separate negotiation.









## *The Business*

On 20 March 2020 The Bell Inn and Bramshaw Golf Club closed to comply with Government restrictions to tackle the Coronavirus outbreak. Prior to that, both The Bell Inn and Bramshaw Golf Club were strong trading businesses that enjoyed varied revenue streams including annual golf subscription income, daily green fee income, hotel room revenue, food and beverage, function and event revenue.

Outdoor golf operations re-commenced at the beginning of June, but the golf clubhouse and The Bell Inn will only re-open when the vendor considers that Government restrictions will enable efficient operation of these elements to resume.

Past trading records reflect income from the golf clubhouse operation franchise agreement which ended on 31 March 2020. All aspects of the business apart from the golf professional's shop can be operated directly in the future.

The Bell Inn is a well-regarded establishment that has received numerous awards and commendations, including - AA Four Gold Star Award (Premier Collection), AA 2 Rosette Award (both 2020) and Telegraph Tried Tested & Recommended Review 8/10. The venue is a popular wedding destination holding 26 events in 2019, and offers a variety of packages.

The golf courses have also achieved well deserved recognition, including Prestige Golf's Southern England Golf Club of the Year award 2016 and Golfers' Choice 2018 Leading Courses Recommendation.

## *Golf Membership*

As at March 2020 Bramshaw Golf Club had a combined membership of 1,050. Memberships are renewed annually on 1 April and have remained stable over the last four years at between 1,045 and 1,123, testament to the quality of the courses and popularity of the Club.

Various categories of membership are available with a full single membership currently being £1,200 inclusive of VAT. No joining fees are currently charged.

The renewal date for all members is 31 March.

## *Green Fees*

DAY	MANOR COURSE	FOREST COURSE
Weekday and Weekend	£60	£25
Twilight	£30	£18

“

The business has evidenced consistent growth over the last three years with achieved income for the year to 31 March 2019 of £2,417,163 net of VAT and forecast income of £2,379,372 for the year to 31 March 2020.

”





## Trading History

Past trading performance of the business is summarised below. The figures include franchise income from the golf clubhouse food and beverage operation but do not reflect additional income which will arise from future direct control of this part of the business.

YEAR END 31ST MARCH	YEAR TO 31 MARCH 2020 (DRAFT)	YEAR TO 31 MARCH 2019	YEAR TO 31 MARCH 2018	YEAR TO 31 MARCH 2017	YEAR TO 31 MARCH 2016
Hotel Food	£707,967	£726,220	£663,057	£499,185	£505,040
Hotel Bar	£310,428	£323,226	£326,498	£255,455	£246,232
Accommodation	£588,512	£562,634	£566,491	£518,172	£524,023
Members' Subscriptions	£562,504	£578,505	£615,063	£582,885	£599,895
Green Fees	£76,978	£90,278	£73,637	£81,370	£69,037
Society Fees	£49,273	£43,565	£57,610	£54,411	£39,887
Hotel Golf	£47,616	£57,231	£49,563	£48,742	£71,985
Other Income (Includes franchise income)	£36,094	£35,504	£35,662	£46,843	£54,667
<b>TOTAL INCOME (NET OF VAT)</b>	<b>£2,379,372</b>	<b>£2,417,163</b>	<b>£2,387,581</b>	<b>£2,087,063</b>	<b>£2,110,766</b>





## Employees

Purchasers will be required to comply with relevant legislation in respect of employees engaged by the business upon completion, details of which are provided in the data room for the sale.

## Licences

The Bell Inn benefits from a premises licence permitting the sale of alcohol from 11.00 to 01.00 daily (non-hotel residents until 23.00).

The Bell Inn also benefits from a civil marriage licence until June 2022. The golf clubhouse has a premises licence permitting the sale of alcohol from 10.00 to 23.00 daily.

## Fixtures, Fittings & Equipment

The majority of fixtures, fittings and equipment used in operation of the business are owned outright and are included in the sale. Certain items are held under lease or hire purchase agreements which, where possible will be assigned to a purchaser upon completion. A schedule of owned and leased items is provided in the data room.

## Rateable Value

The subject properties are entered on the 2017 Rating List with Rateable Values as follows:

- The Bell Inn £100,000
- Bramshaw Golf Club £68,000.

## Services

Mains water, electricity, telecommunications and broadband are connected to the property. Foul drainage is to a private sewage treatment system that is shared by the Bell Inn and the golf clubhouse.

The Bell Inn and the golf clubhouse utilise LPG for cooking, and oil fired boilers for central heating and hot water. Mains water is used for irrigation of both golf courses.

## EPC

The relevant Energy Performance Certificate ratings for the property are:

PROPERTY	EPC RATING
The Bell Inn	C-61
Bramshaw Golf Club Clubhouse	C-58
Golf Shop	D-79





## *Statutory Designations*

---

The property falls under the jurisdiction of the New Forest National Park Authority:

Lymington Town Hall  
Avenue Road  
Lymington SO41 9ZG  
Tel: 01590 646600  
Email: [enquiries@newforestnpa.gov.uk](mailto:enquiries@newforestnpa.gov.uk)

The property is subject to strict planning and conservation controls. In particular, the Forest Golf Course is classified as a Site of Special Scientific Interest, and is designated as Common Land over which there are local grazing rights and free public access.

The Bell Inn is a Grade II Listed building and located in the Forest Central (North) Conservation Area.

We understand that a public footpath crosses part of the Manor Golf Course.

The property has the benefit of planning permission for development of a 1,507 sq ft (140 sq m) GIA two storey building for office (B1 Use) and storage (B8 Use) at the northern end of the green keeper's compound. Permission has been implemented but construction not completed.

## *Basis of Disposal*

---

The vendor's preference is to sell the property as a whole. Offers may however be considered separately for The Bell Inn, Bramshaw Golf Club and the practice ground.

Vacant possession of the property will be granted on completion of the sale subject to the members' annual playing rights and the agreement relating to the golf shop.

All stock is to be acquired by the purchaser at valuation on completion of the sale. The vendor may also consider a sale structured by disposal of Brook Enterprises Limited, which controls the overall property and business. The sale contract will reserve to the vendor a percentage of any future uplift in value arising from residential development of any part of the property.

## *VAT & Stamp Duty Land Tax*

---

The sale will be subject to VAT and Stamp Duty Land Tax at the prevailing rate. Interested parties are advised to seek specialist advice.

## *Further Information & Viewings*

---

Detailed information relating to the property and business is held within a data room prepared for the sale and will be made available to parties who have signed an NDA and demonstrated their ability to proceed with a purchase.

Formal viewings are to be made strictly by prior appointment with sole selling agents Savills and will be subject to strict adherence to Government guidelines on social distancing and PPE. Please do not approach the business or staff directly.

### **Kevin Marsh**

Director, Licenced Leisure  
[kmarsh@savills.com](mailto:kmarsh@savills.com)  
023 8071 3959  
07968 550 369

### **Chris Bickle**

Director, Licenced Leisure  
[cbickle@savills.com](mailto:cbickle@savills.com)  
023 8071 3943  
07807 999 504

### **Ian Simpson**

Director, Leisure & Trading  
[isimpson@savills.com](mailto:isimpson@savills.com)  
020 7409 8060  
07967 555 478

### **Justine Morris**

Associate, Leisure & Trading  
[jmorris@savills.com](mailto:jmorris@savills.com)  
020 7409 9902  
07870 999245

### **IMPORTANT NOTICE**

Maps are reproduced from the Ordnance Survey Map with the permission of the Controller of H.M. Stationery Office. © Crown copyright licence number 100022432 Savills (UK) Ltd, published for the purposes of identification only and although believed to be correct accuracy is not guaranteed.

Savills, their clients and any joint agents give notice that: 1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact. 2. Any areas, measurements or distances are approximate. The text, photographs and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Savills have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.



