

# For Sale

## The Hotel Prince Regent

The Esplanade,  
Weymouth,  
Dorset,  
DT4 7NR



On the instructions of Nick Cropper, Peter Holder and Anne O'Keefe of Zolfo Cooper, Joint Administrators of Hollybush Hotels Ltd

[gva.co.uk/6991](https://gva.co.uk/6991)

## Highlights

- A well established and profitable hotel with superb views across Weymouth Bay
- Attractive period property totalling 66 letting bedrooms
- Elegant Ballroom with a capacity for up to 200
- 100 cover restaurant with sea views
- Generous public areas
- Good sized bedrooms with many benefiting from sea views
- For sale long leasehold as a going concern, available in conjunction with the adjoining Russell Hotel
- Also available in conjunction with The Russell Hotel





## Background and the Opportunity

The Hotel Prince Regent was acquired by Hollybush Hotels Ltd in 2001 and was extensively refurbished. The result is a stylish, three star hotel that operates all year round as part of Martyn Leisure Resorts and Hotels. Its extensive range of facilities means it is used by both local residents and visitors.

The hotel targets the private leisure market and generates a strong level of turnover, being circa £1,700,000 for 2012. The majority of the hotel's revenue is generated from room sales (c. 80%) offering the opportunity to grow the other revenue streams.

The hotel is run in-conjunction with the neighbouring Russell Hotel and connected at various basement, ground and upper floors. The hotels have dedicated operational teams, but share senior management such as the General Manager.

## Location

Weymouth is a seaside town in Dorset, England, situated on a sheltered bay at the mouth of the River Wey on the English Channel coast. The town is 13 kilometres (8 miles) south of Dorchester and 8 kilometres (5 miles) north of the Isle of Portland. The mainline railway station is a few minutes' away and the hotel offers private parking with on-street parking generally available. For day-trippers to the Channel Islands the Condor Ferry is about a 15-minute walk or a short taxi ride.

Weymouth is a tourist resort, and its economy depends on its harbour and visitor attractions; the town is a gateway location for the Channel Islands situated halfway along the Jurassic Coast, a World Heritage Site on the Dorset and east Devon coast, important for its geology and landforms. Weymouth Harbour is home to not only the cross-channel ferries but also pleasure boats and private yachts. Nearby Portland Harbour is the location for the Weymouth and Portland National Sailing Academy, where the sailing events of the 2012 Olympic Games and Paralympic Games were held.

As part of the regeneration of Weymouth and Portland, it was decided in 2007 that Weymouth's esplanade will be redeveloped in time for the 2012 Olympic Games.

## Description

The property is a prominent grade II listed building with the accommodation laid out on lower ground, ground and four upper floors. The hotel is positioned in the middle of a long terrace of properties constructed in the mid nineteenth century on the town's esplanade. It is of traditional construction, being brick built with stone façade and predominately slate roofs.

## Bedrooms

The hotel has 66 letting bedroom as follows:

Bedroom	Number
Single Rooms	13
Double Rooms	15
Zip and Link Rooms	27
Family Rooms	9
Four Poster Rooms	1
Coach Driver Rooms	1
<b>Total</b>	<b>66</b>

In addition to the above, the hotel uses seven bedrooms that are located in the Russell Hotel and are presented to the same standard as the Prince Regent Hotel.

Each room benefits from:

- Digital TV package (18 channels)
- Alarm Clock
- Telephone
- Tea and Coffee making facilities
- Hairdryer

## Public Areas

The property benefits from:

- The Main Restaurant is located on the ground floor and provides 100 covers.
- The Sceptre Room is an additional breakfast room, providing 24 covers, which can also be used as a meeting room or lounge.
- The Coronet Suite provides 30 covers and is ideal for meetings and private dining, featuring a delightful fireplace.

The Main Restaurant, Sceptre Room and the Coronet Suite are all situated on the ground floor of the hotel at the front of the building. Therefore, they all boast superb views over Weymouth Bay.

- The Hotel Bar is located off the hotel's reception and is an attractive, furnished room with a long bar counter, a fully equipped servery and a variety of seats.
- There are two meeting rooms located on the lower ground floor – Wessex 1 and 2. Wessex 1 caters for up to 70 theatre style and is also used as a quiet lounge. Wessex 2 has space for 25.
- The Crown Ballroom on the ground floor towards the rear of the property has a magnificent ornate high ceiling, long elegant windows and is a pleasant space. The room benefits from a large stage and dance floor. It can cater for up to 200 guests, with direct access to the hotel's main kitchen.

## Service Areas

The hotel benefits from a comprehensively equipped commercial kitchen and various store areas throughout.

## Services

The hotel is connected to all mains services. There is gas fired central heating to the public rooms and electric heating in the bedrooms.

There is a passenger lift serving ground, first and second floors.

## External

To the rear of the hotel is parking for around 24 vehicles.

## Trading

Summary trading information is available to seriously interested parties on request. Management trading accounts for 2012 are set out below:

	Full year 2012
Turnover	£1,700,142
Costs of sale	£461,024
Gross Profit	£1,239,118
Less Expenses	
Wages	£578,360
Other overheads	£360,744
Net profit	£300,014

It should be noted that the above figures do not include accounts costs, insurance and marketing. Furthermore, the hotel's trading accounts reflect costs that should be shared with The Russell Hotel, such as all the senior management team and electricity, which have not been allocated between the operations. We recommend that interested parties make their own assumptions as to the reallocation of these costs.

## Licences

The hotel holds a full Premises Licence and a Wedding Licence.

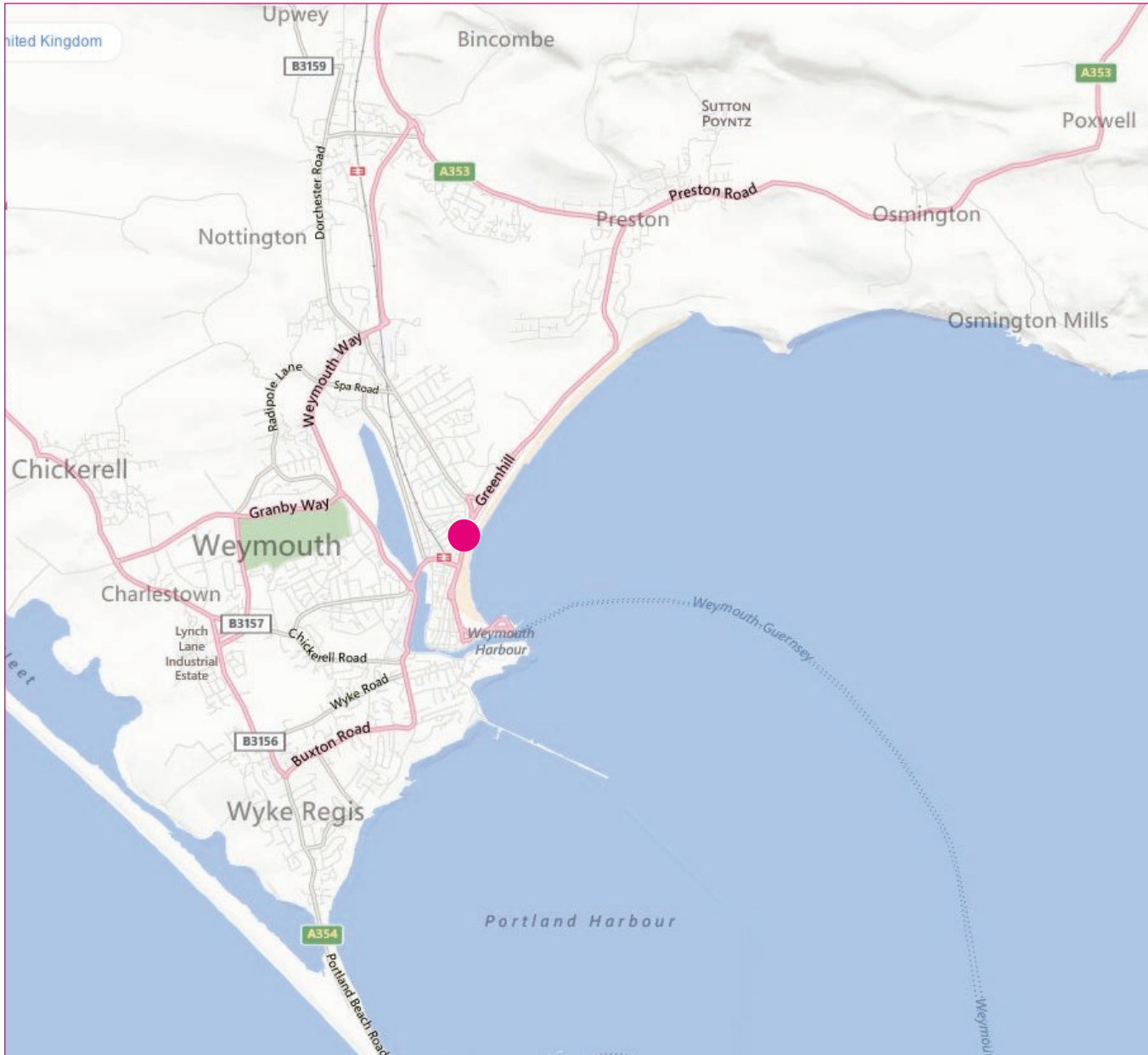
## Tenure

The hotel is held on an 125 year lease from Weymouth and Portland Borough Council at a fixed rent of £1 per annum.

## Website

[www.martynleisurebreaks.co.uk/hotels/Hotel\\_Prince\\_Regent](http://www.martynleisurebreaks.co.uk/hotels/Hotel_Prince_Regent)  
[www.princeregentweymouth.co.uk](http://www.princeregentweymouth.co.uk)





## EPC

The property has an EPC Rating of C. An EPC certificate is available upon request.

## Terms of sale

The long leasehold of the property is offered for sale as a going concern by the direction of the Joint Administrators of the owner, Hollybush Hotels Limited. Stock is to be purchased in addition at valuation. No representations, warranties or title guarantee will be given by the vendor and the property and assets are to be sold on an as seen basis.

## Viewings

Viewing of the property is strictly by appointment through GVA Hotels and Leisure. To book an appointment, please contact either James Williamson or Charlie Ready. To make an appointment to inspect the property, it is firmly recommended that interested parties satisfy themselves with regard to the particulars of sale set out above and status of the sale in order that they do not make a wasted journey to the property.

For further information or an appointment to view please contact:

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