

BP2

**Land & Property
Consultants**

Red Dragon Public House, Sandfields

**Market Assessment Report *(Updated)*
May 2025**

WWW.BP2PROPERTY.COM

Red Dragon Public House, Moorland Road, Sandfields, Port Talbot, SA12 6JZ

Instructions

BP2 have been instructed to provide our opinion of the commercial marketability of the Red Dragon Public House in Sandfields.

Refer Appendix 1 – Photos

1 – Executive Summary

- The Property comprises a 'wet-led' community public house situated in a densely populated, low affluence, residential area to the fringe of Port Talbot
- The building requires significant maintenance and refurbishment works to bring it up to the standard of a modern family / community public house.
- Trading Figures for the business have deteriorated since Covid, evidence by the P&L figures provided which show the business trading at a net loss over the last 2 financial years.
- The wider market for community pubs across the UK, and in particular Wales, has been in steady decline since the Pandemic, evidenced by significant net closure rates.
- Marketing of the property has been taking place for in excess of a year, with limited enquiries received; of those that have been received, none have been to maintain the current use or to provide a viable replacement community facility.

2 - General Market Conditions

The recent inflationary pressure and subsequent impact on the general economy, as well as the cost of living crisis, has had a significant detrimental effect on the commercial property market across the country, in particular the A3 sector.

Recent data from *The Hospitality Market Monitor* evidences a 14.1% decrease in A3 venues across the UK between March 2020 and March 2025, specifically citing a 12% decrease in community pubs across the same period. It is further estimated that Wales has lost 17% of

its licenced hospitality venues since the Pandemic, compared to 14% in England and 13% in Scotland (*Source: UK Hospitality Industries*)

Refer Appendix 2 – Hospitality Market Monitor

Whilst demand in prime locations has either remained steady or slightly improved, we have experienced a notable decline in secondary & tertiary locations where footfall is still yet to return to near pre-pandemic levels. Indeed, it is forecast to worsen before the situation improves.

Given the recent economic pressures and austere budget outlook in general for the UK economy as whole, we are expecting vacancy rates to increase further over the next 12-24 months, and take up levels across the board to drastically reduce. We are expecting the A3 public house sector, in particular those in secondary or tertiary locations, to suffer as the level of disposable income is expected to decline even further.

The expected knock-on effect is that we will witness a further decrease in demand, a decrease in rents/values being achieved, and ultimately an increase in vacancy rates.

A cursory check online for similar properties in the local vicinity provided 16 no. public houses available within a 5 mile radius of the subject property, 10 properties available within 3 miles and 2 properties available within a mile.

Refer Appendix 3 – Comparable Properties

3 – Marketing to Date

We can confirm that we have been instructed to market the property since 1 March 2024. During this period, we have carried out an extensive marketing campaign including, but not limited to the following:

- Initial targeted 'soft marketing' exercise to approach a target list of active occupiers to whom the site would potentially be of interest.
- Listing on the BP2, Loopnet & Zoopla websites, together with various associated 'scraper' sites including PrimeLocation.
- Marketing Board erected to the external of the site, fronting the main road.
- Various Social Media posts via Instagram & LinkedIn.
- Email distribution to our in-house database of investors and occupiers.

We offered the property on a For sale or To Let basis so as to encompass as wide a range of enquiries as possible.

To date, we have received a very limited number of enquiries during the marketing period; all of these have been from local individuals enquiring for the rental / asking price. We have not received any viewing requests, and have not received any enquires within the last 3 months.

Of the 8 no. total enquiries, 1 was for a change of use to soft play, 1 was for a charity use and 2 were looking at a change of use to convenience store. The remainder of enquiries consisted of development companies looking at the potential for a change of use to residential. There are also a number of further properties available directly via the specialist public house agents.

Refer Appendix 4 – Marketing Activity

4 – Existing Use

In our opinion, the subject property is poorly located for a Restaurant or Bar operator to create and/or build a sustainable, thriving business. We consider the position to be tertiary and lacking any main road prominence.

Given the age and condition of the building, it is our opinion that the level of investment required to make the building fit-for-purpose to be used as an A3 licenced premises would far outweigh the value of the property. This is evidenced by the lack of enquiries.

From conversation with the existing occupier, he confirmed that both turnover and profitability have steadily declined over the last decade as both social and spending habits have changed. They confirmed that the existing business is currently unsustainable.

The business owner has shared his Profit & Loss figures over the last 3 years with us, on a confidential basis; we can confirm that Turnover has notable decreased since 2022 and that the business has run at a net loss for the last 2 years.

The owner cites the removal of business rates relief, the rapid increase in utilities costs, and decreasing trade as the major contributing factors. In addition, there are numerous competing facilities situated in superior locations which attract general trade away from the subject property.

Refer Appendix 5 – Competing Locations Map

5 - Potential Commercial Uses

Alternative uses such as a convenience store, retail outlet or medical use may be considered appropriate, but having made 'off-market' approaches to occupiers within these markets, negative feedback was received surrounding the following areas:

- Prominence / Accessibility
- Layout / Configuration
- Age / Condition
- General Appearance
- Proximity to better placed competition

It is worth noting that we have not received any enquiries from any 'community users' to maintain the use of the building for continued community-led use.

6 - Conclusion

Given the demand experienced to date, and in consideration of the future economic outlook, we have serious concerns over the likelihood of a reputable commercial occupier to be able to sustain adequate trade from the premises in order to secure its long term future under the current use, or even to provide a replacement community facility.

This is evidenced by the lack of demand emanating from the extensive marketing process undertaken.

We are therefore of the opinion that redevelopment options should be considered, in order to enhance the overall use of the building and its' letting prospects.

The location of the site, coupled with the condition of the building and size of the site, would lend itself to redevelopment for alternative uses, including the residential sector where we are seeing strong demand.

Appendix 1 - Photos



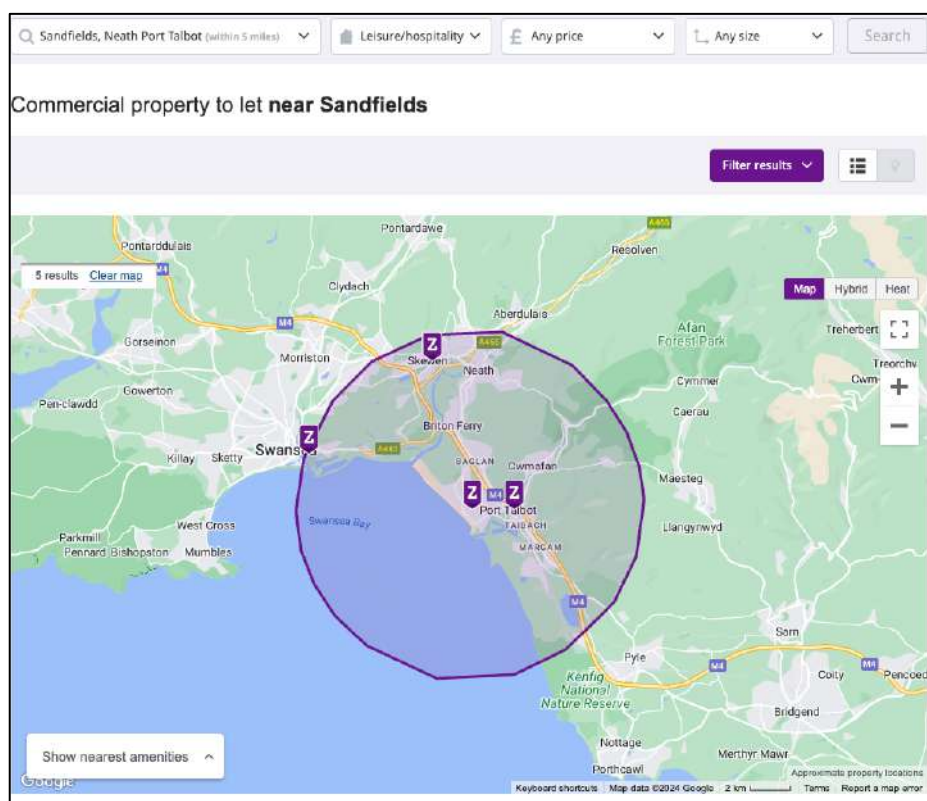
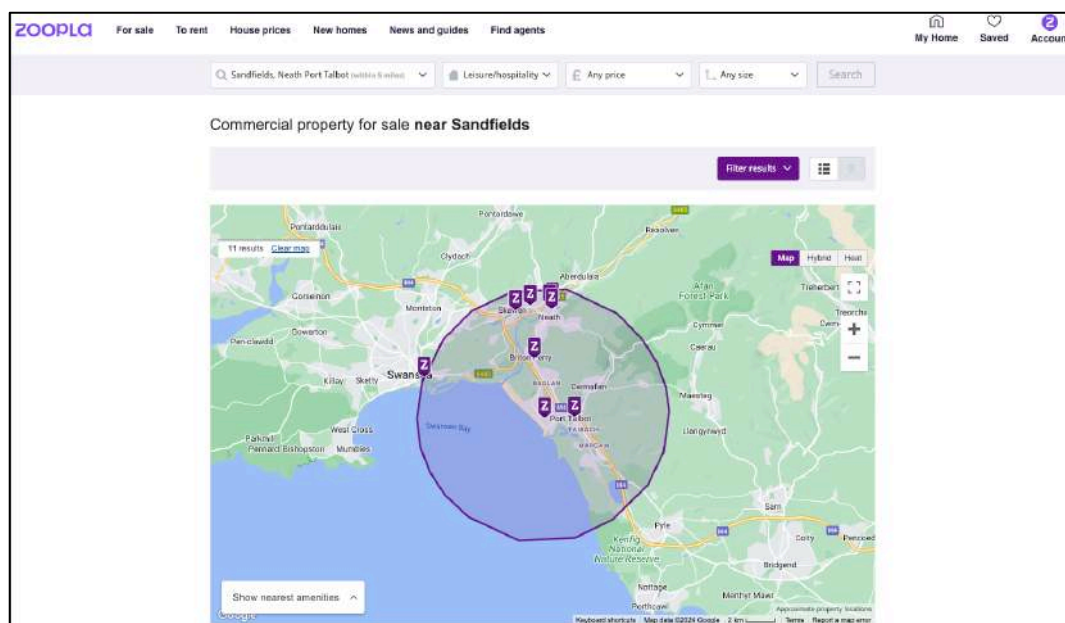
Appendix 2 – Hospitality Market Monitor Dataset, April 2025

Outlets by segment, March 2025 v December 2024 and March 2024							
	Sites at March 2020	Sites at March 2024	Sites at Dec 2024	Sites at March 2025	% change in sites, March 2025 v March 2020	% change in sites, March 2025 v Dec 2024	% change in sites, March 2025 v March 2024
Bar	4,552	4,351	4,621	4,680	+2.8%	+1.3%	+7.6%
Bar restaurant	3,685	3,219	3,352	3,338	-9.4%	-0.4%	+3.7%
Casual dining restaurant	6,625	5,119	5,143	5,046	-23.8%	-1.9%	-1.4%
Community pub	20,442	17,899	17,944	17,990	-12.0%	+0.3%	+0.5%
Food pub	12,590	11,554	11,267	11,279	-10.4%	+0.1%	-2.4%
High street pub	6,658	5,874	6,128	6,139	-7.8%	+0.2%	+4.5%
Hotel	7,773	7,210	7,324	7,356	-5.4%	+0.4%	+2.0%
Large venue	4,622	4,248	4,326	4,342	-6.1%	+0.4%	+2.2%
Nightclub	1,247	784	828	826	-33.8%	-0.2%	+5.4%
Restaurant	18,770	15,037	14,882	14,670	-22.4%	-2.1%	-3.1%
Sports / social club	22,782	19,616	19,547	19,565	-14.2%	0.0%	-0.3%
Other*	5,362	3,833	3,757	3,744	-30.2%	-0.3%	-2.3%
Total	115,108	98,745	99,120	98,866	-14.1%	-0.3%	+0.1%

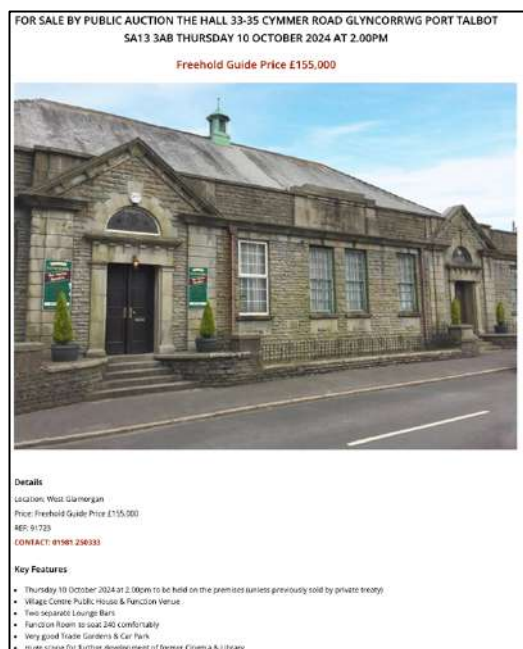
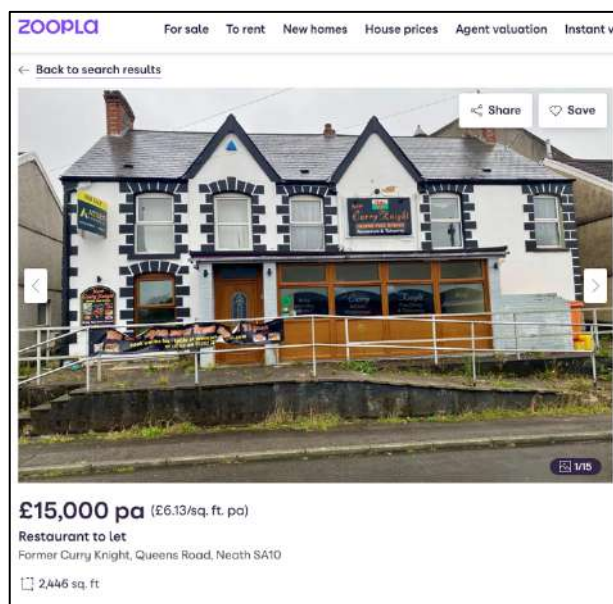
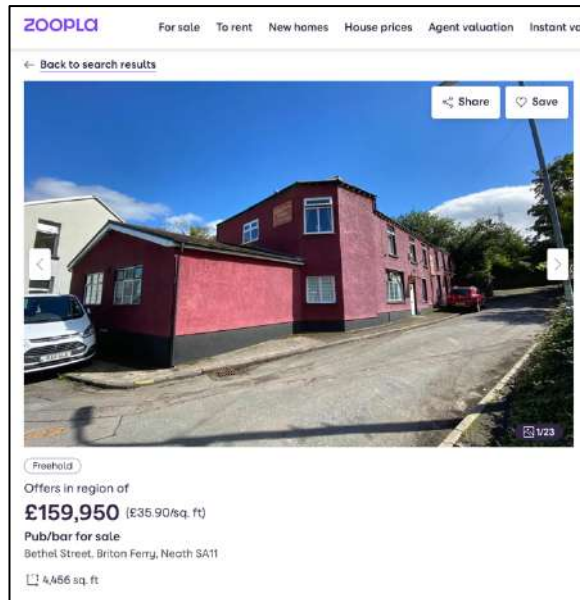
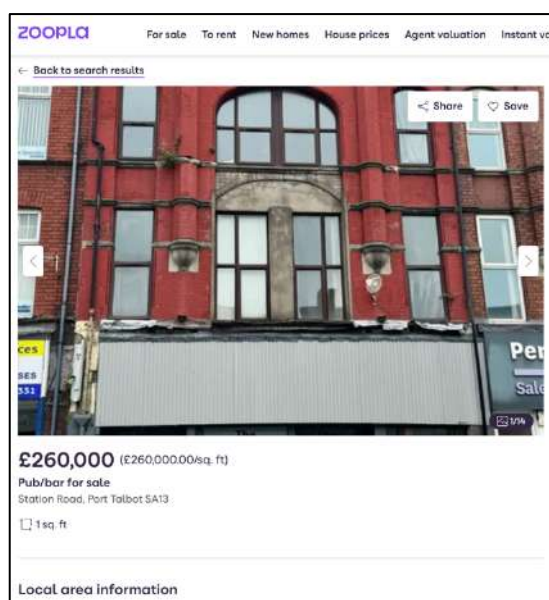
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Appendix 3 - Comparable Properties

A3.1 – Zoopla



A3.2 – Selected Comparable Properties



Appendix 4 – Marketing Activity

A4.1 – BP2 Marketing Details



Prominent Public House
Red Dragon Pub, Moorland Road, Sandfields, SA12 6JZ

FREEHOLD



Key Features

Property Type	Retail & Leisure	• Large Car Park
Tenure	For Sale	• Dense Residential Location
Status	Available	• Available for the first time in over 20 years
Price	Upon Application	• 3 bed flat to upper floors
Size	5,110 sq ft / 474.6 m ² GIA	
Business Rates	RV - £16,000	

Property Overview

A prominently located Public House is offered for sale in the densely populated Sandfields area of Port Talbot. The property comprises a main bar with separate lounge bar, a conservatory, small kitchen and rear store room. To the first floor is a 3 bedroom flat.

The property has development potential subject to the necessary planning consents. The property is provided with a large car park with marked spaces for circa. 30 cars.

Location
Prominently located in the centre public house in heart of the densely populated Sandfields area of Port Talbot. Close proximity to both Port Talbot centre, and within 5 miles of Swansea.

Specification
The property benefits from the following features:
• Traditional Construction with a mix of pitched and flat roofs
• Large Car Park to front elevation
• Conservatory
• Gas Central Heating
• Kitchen Facilities
• First Floor Residential Accommodation
• 0.473 acres

Accommodation
The property provides the following accommodation:

UNIT	SQ FT	M2
Lounge Bar	1,305	121.2
Main Bar	1,899	64.1
Conservatory	404	58.1
Kitchen	253	23.5
Rear Store	45	6
First Floor Flat	1,184	110
TOTAL	5,110	474.6

Asking Price
Price upon application.
Alternatively, Leasehold offers will be considered.
Please enquire.

Planning
We understand that the property currently benefits from planning consent for its current use as A3 Public House.

Business Rates
Rateable Value - £16,000 (24/25)
Rates Payable - £8,392 payable per annum
The property may be eligible for RATES (Retail, Leisure and Hospitality Rates) of 2024-25.
You will need to make an online application at: <https://www.swansea.gov.uk/rates/>

EPC
An EPC has been commissioned and will be made available in due course.

VAT & Legal Costs
All prices, premiums and rents are quoted exclusive of VAT. Each party is responsible for their own legal costs incurred in any transaction.

Viewing & Further information
For further information, or if you would like to arrange a viewing, please contact us:

Photos



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A4.2 – Zoopla & Loopnet Listings


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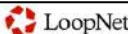
[Email agent](#)

Non quoting

Leisure/hospitality to let

Moorland Road, Aberavon, Port Talbot SA12

5,110 sq. ft.


[Advertise](#)

Red Dragon Pub | Moorland Rd

3,004 SF of Retail Space Available in Port Talbot SA12 6JZ

Shops & Retail Space / West Glamorgan / Port Talbot / Moorland Rd, Port Talbot, WGN SA12 6JZ





HIGHLIGHTS

- Large Car Park to front elevation
- Prominently located district centre public house
- Traditional Construction with a mix of pitched and flat roofs

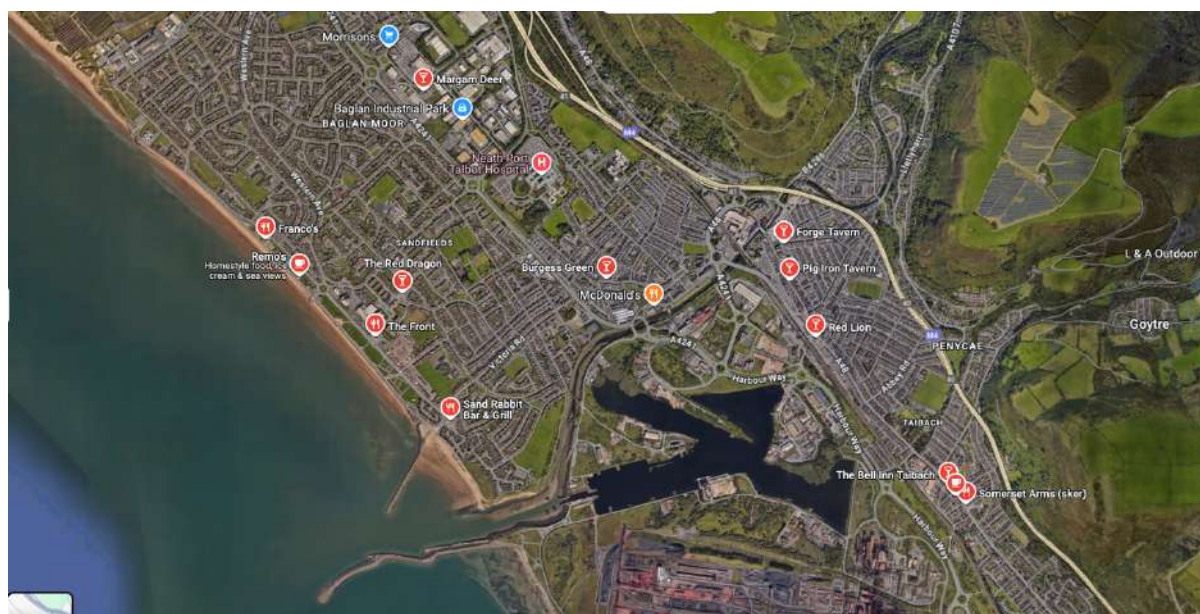
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A4.3 – BP2 Marketing Board



Appendix 5 - Nearby Competing Premises Map



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