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Salthouse Stores

Salthouse, NR25

A much loved village store and coffee shop, accompanied by two self contained holiday apartments in a much sought after coastal location.





Introduction

There are few places quite like Salthouse. Set between the salt marshes and the rolling landscape of the North Norfolk coast, this small village has long attracted those drawn to its unspoilt surroundings, independent businesses and slower pace of life.

At its heart sits Salthouse Store, a much loved village store and coffee shop, accompanied by two self contained holiday apartments. Together, they offer a rare opportunity to acquire an established and profitable business with multiple income streams, considerable potential for growth and a particularly enviable setting.

With annual combined revenue in the region of £300,000, the property offers far more than a conventional commercial investment.

For some, this will be an opportunity to exchange the conventional working week for a life on the coast. For others, it presents the chance to develop an established hospitality business, building upon its existing customer base, accommodation and reputation.

The Property

Occupying a prominent position within the village, Salthouse Store combines traditional retail space with a commercial kitchen, supporting accommodation and two independent holiday apartments.

The ground floor is home to the village store and coffee shop, offering everyday essentials, locally sourced produce and homemade food. The coffee shop element provides a natural meeting place for residents and visitors alike, whether stopping for a morning coffee or something to eat after exploring the coast.

Behind the retail area is a commercial kitchen, together with storage, utility and laundry facilities and a WC. These spaces provide the practical infrastructure for the existing operation while offering opportunities to expand the food and hospitality side of the business.

The two holiday apartments are arranged across the ground and first floors.

Marsh View

A self contained one bedroom apartment with an open plan sitting room, dining area and fitted kitchen. The double bedroom opens directly onto a private patio and enclosed garden, while a wet room completes the accommodation.

Its ground floor position and private outside space make it particularly appealing to couples looking for a quiet coastal retreat.

Sea View

The larger of the two apartments offers two double bedrooms, each with its own en suite shower room, alongside an open plan kitchen, dining and living space.

Views across the salt marshes are a defining feature, bringing the remarkable surrounding landscape into the accommodation and providing a constant reminder of its coastal setting.

Outside, the property includes brick and tile outbuildings, gardens and grounds extending to approximately 0.12 acres.

The Business

At the heart of Salthouse Store is an established and profitable business, combining a village store and coffee shop with two self contained holiday apartments.

The shop has demonstrated consistent trading performance. Alongside the shop and cafe, the two holiday apartments provide a complementary revenue stream.

Importantly, the apartments have historically been reserved for friends and family for a considerable proportion of the year, limiting their availability to

paying guests. Therefore there is genuine scope to increase occupancy and income simply by making the accommodation more widely available.

A more flexible approach to bookings, including weekend stays, shorter breaks and dynamic seasonal pricing, would further improve returns without requiring significant investment.

Together, the existing operation demonstrates combined annual revenue in the region of £300,000.

The attraction is not simply what the business produces today, but the infrastructure, reputation and location already in place from which a new owner can develop it.

Detailed trading information will be made available to genuinely interested parties upon request

The Opportunity

Salthouse Store offers an incoming owner the chance to take on an established business with several opportunities for further growth.

The store and coffee shop currently operate relatively modest opening hours, leaving scope for extended summer trading, a greater emphasis on the cafe, seasonal events and pop ups, and use of the substantial, private outside space to the rear.

The commercial kitchen provides further flexibility for food production, outside catering and events.

The holiday accommodation presents a similar opportunity. With historic use by friends and family restricting commercial availability, there is scope to increase occupancy alongside the introduction of more flexible short break bookings.

For some, the property will offer an appealing lifestyle opportunity, combining a home on the North Norfolk coast with the ability to operate an

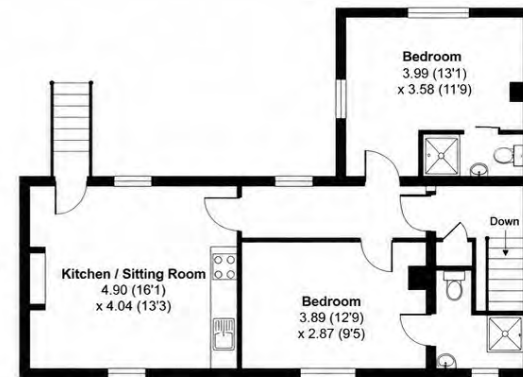
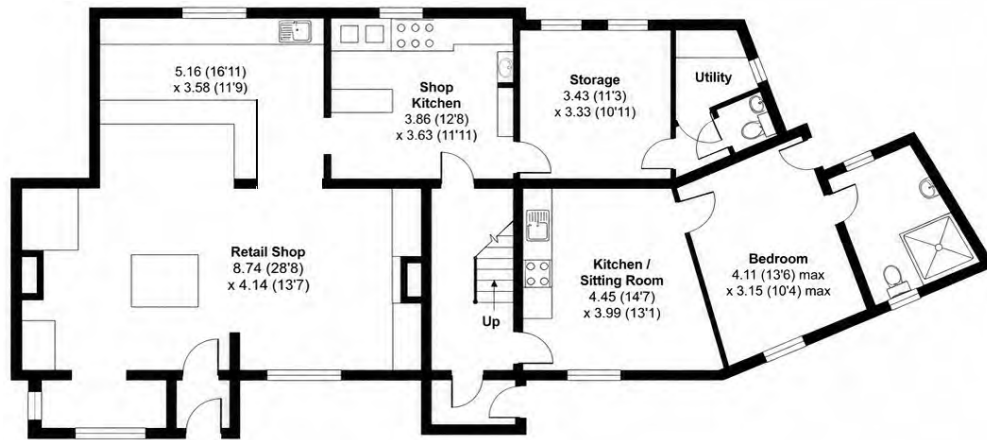
established business.

Others may consider alternative uses for the building, including further residential accommodation, subject to obtaining the necessary planning permissions and consents.

We believe, however, that its greatest appeal lies in continuing and developing the existing business, capitalising on the three established income streams and the strength of its reputation and coastal location.











Location

Salthouse occupies a particularly special stretch of the North Norfolk coast, where vast salt marshes, shingle beaches and expansive skies create a landscape that changes with the seasons.

Despite its relatively small size, the village has established itself as something of a destination for food lovers. The much loved Cookies Crab Shop and The Dun Cow are both popular draws, attracting visitors from across the county and beyond. Their presence creates a natural flow of visitors into the village, benefiting Salthouse Store while adding to the appeal of the holiday accommodation.

Unlike many coastal destinations, this part of Norfolk doesn't simply close down when summer ends. The visitors change with the seasons. Summer brings holidaymakers, walkers and families, while autumn and winter attract birdwatchers and nature enthusiasts drawn to the internationally important marshes and nature reserves along this stretch of coastline.

This year round appeal is particularly valuable for a business combining retail, hospitality and holiday accommodation, providing opportunities to attract customers and guests well beyond the traditional summer season.

The Norfolk Coast Path passes through the area, while nearby Cley-next-the-Sea, Blakeney and Holt offer an excellent collection of independent shops, galleries, restaurants and amenities.

For Salthouse Store, the location is fundamental to its success. It is somewhere people visit deliberately, rather than simply pass through, and that makes it an especially compelling proposition for an incoming owner.

Our Agent's View

"Chris and Naomi have done a fabulous job creating a business that has become a much-loved part of village life, with a superb reputation extending well beyond Salthouse itself. What they're handing over is so much more than a property; it's an established business with a loyal following and plenty of opportunity for someone to make their own mark. There's real scope to build on what they've achieved, and the chance to do so in such a special part of the Norfolk coast makes this a genuinely exciting opportunity."

Samuel Le Good | Partner







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Agent's Details



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