London Road, Ascot, SL5

Property Analysis

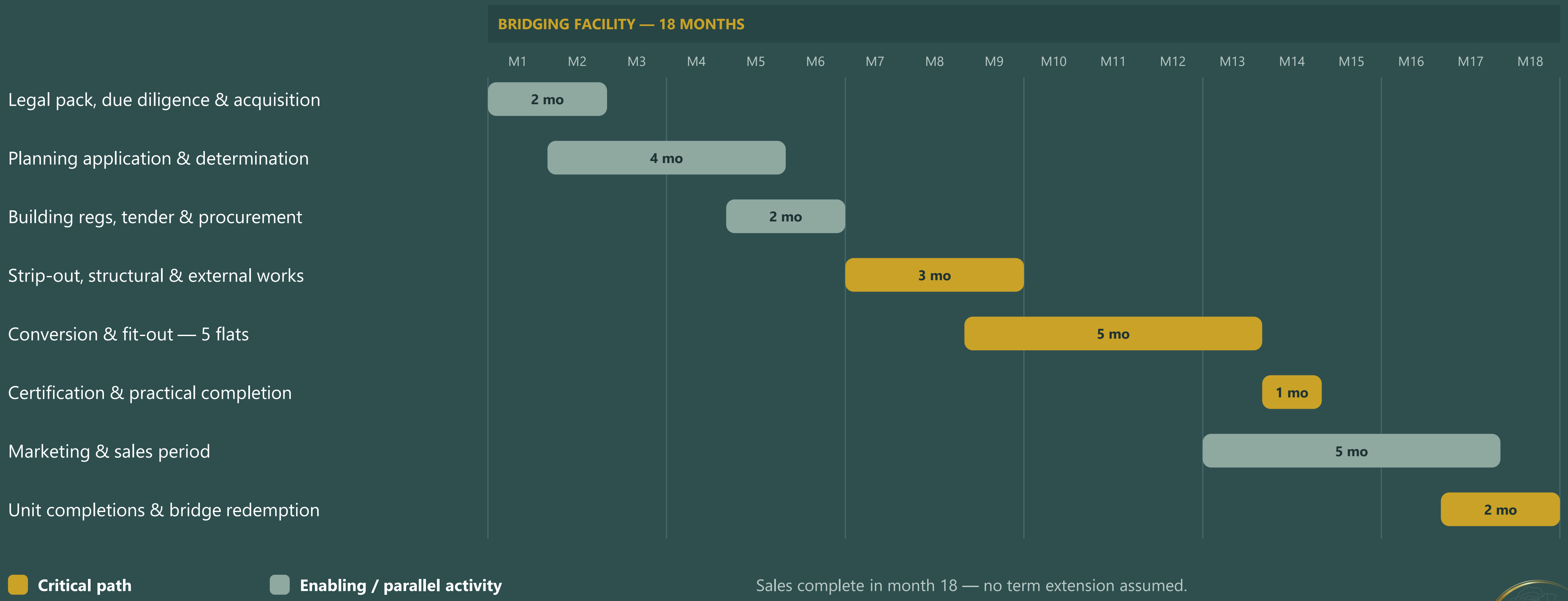
By Colleen Brady at Irish Rose Homes

Executive Summary

- Project Name / Address:
- Fizz Bar / London Road, Ascot, SL5 7DL. Total GIA: Approx. 3,993 sq.ft (371 sq.m). Freehold. Guide Price: £1,500,000 (Savills auction, 15 September 2026). Site approx. 4.9 acres, part Green Belt
- Auction date 15/09/2026 at 09:00 — Savills Lot 611. Previously offered April 2025, October 2025 and March 2026 without selling.
- Strategy options:
- Convert to 5 self-contained flats — recommended route
- Alternatives appraised: a 5-bedroom house conversion and an 8 en-suite HMO — both rejected on viability
- Funding Requirement at the £1,500,000 guide: £1,230,311 of equity alongside £1,125,000 of bridging finance. Total project cost £2,355,311.
- Recommended route: conversion to 5 self-contained flats — but only at a purchase price of **£900,000–£950,000**
- Project return: a loss of £307,811 at the £1,500,000 guide; a profit of £310,000–£363,000 (18–22% on cost) **at a £900,000–£950,000 purchase**
- Potential selling price £2,047,500
- Timescale: 18 months

Timeline

- **18 months from acquisition to bridge redemption — planning, build and the sales period all sit inside the finance term.**



Sales complete in month 18 — no term extension assumed.

The Location

Location:

Fizz Bar / London Road, Ascot, SL5 7DL.

Why area:

Ascot racecourse, Luxury homes. Tourist attraction is seasonal although possible potential on HMO/Flats conversion for workers in the area.

Market comparables in Ascot:

- **9, Oaklands Drive, Ascot SL5 7NE** – Sold for **£1,700,000** in June 2025; previous sale in 2019 was £780,000

Detached 6 Bedrooms and 5 Bathrooms





Example Projects

9, Oaklands Drive, Ascot SL5 7NE

Sold for **£1,700,000** in June 2025; previous sale in 2019 was £780,000. Detached 6 Bedrooms and 5 Bathrooms

Project Opportunity #1

Option 1. Conversion to Flats for resell.

Service charge £196.50 per month per flat; £982.50 per month for the block (workings below at £11,790 per annum)

Costs:

Item	Annual (block)
Buildings insurance	£1,200
Communal electricity (lighting, door entry)	£600
Communal cleaning (fortnightly)	£1,200
Window cleaning (communal + externals)	£900
Bin store / grounds / gutters	£600
Fire alarm servicing (2 visits)	£360
Emergency lighting testing	£160
Extinguishers & signage	£115
Fire risk assessment review	£185
Communal EICR (5-yearly, apportioned)	£120
Repairs & maintenance allowance	£1,500
Managing agent fee (~£250/unit)	£1,250
Service charge accounts / certification	£600
Sub-total (day-to-day)	£8,790
Reserve fund (roof, external decs, boiler plant)	£3,000
Total	£11,790

Property resell prices:

Property Type	Price	Price range per sq ft
Flat 1 Sales price 2 Bed 750 Sq ft	£457,500.00	£600-620
Flat 2 Sales price 2 Bed 750 Sq ft	£457,500.00	£600-620
Flat 3 Sales price 2 Bed 750 Sq ft	£457,500.00	£600-620
Flat 4 Sales price 1 Bed 572 sq ft	£337,500.00	£575-£600
Flat 5 Sales price 1 Bed 572 sq ft	£337,500.00	£575-£600
	£2,047,500.00	

Refurb costs:

Item	**Cost**
Purchase price (auction guide)	£1,500,000
SDLT — non-residential rates	£64,500
Auction fees & purchase legals	£15,000
Building clear out (skip hire + labour)	£2,498
Conversion works, 5 flats @ £100 per sq.ft	£400,000
Planning, architect & professional fees	£35,000
Building control, warranty & CIL	£12,000
Utility connections & separate metering (5 units)	£15,000
Fire safety works (alarms, compartmentation, escape)	£18,000
Bridging finance £1,125,000 @ 7.5% x 18 months, incl. arrangement, broker & exit fees	£166,313
Holding costs (insurance, council tax, utilities)	£25,000
Contingency @ 10% of build cost	£40,000
Leasehold set-up (5 leases + freehold company)	£7,500
Sale agency & legal fees (1.5% + legals)	£32,000
Sourcing fee (1.5% of purchase price)	£22,500
Total costs	**£2,355,311**
Gross Development Value (5 flats)	**£2,047,500**
Loss	**−£307,811**

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Project Opportunity #2

Option 2. Conversion to 5-bedroom house for resell.

Break-even resell price £2,205,313; base-case market value approx. £1,550,000

Refurb Costs:

Item	Cost
Purchase price	£1,500,000
SDLT — non-residential rates	£64,500
Auction fees & purchase legals	£15,000
Strip out (bar, cellar, commercial kitchen, customer WCs)	£25,000
Conversion to single dwelling @ ~£75 per sq.ft	£300,000
Planning, architect & professional fees	£25,000
Building control & warranty	£6,000
Utility reconfiguration	£8,000
Bridging finance £1,125,000 @ 7.5% × 18 months, incl. arrangement, broker & exit fees	£166,313
Holding costs (insurance, council tax, utilities)	£18,000
Contingency @ 10% of build	£30,000
Sale agency & legal fees	£25,000
Sourcing fee (1.5%)	£22,500
Total costs	**£2,205,313**

Property resell price:

Sale price	Result
£1,550,000 (realistic base case)	−£655,313
£1,700,000	−£505,313
£1,800,000	−£405,313
£2,205,313	Break-even
£2,000,000	−£205,313

Other one-off costs (not included in the totals opposite):

Item	**Estimate**
Auction buyer's premium / admin fee	£1,500–£3,000
Legal pack review, searches & special conditions	£2,000–£3,000
Building survey & structural engineer's report	£2,500–£4,000
Asbestos R&D survey (pre-2000 commercial building)	£600–£1,200
Asbestos removal, if found	£2,000–£15,000
Drainage CCTV & contamination check (old fuel tanks)	£1,500–£3,000
Lender arrangement fee (1–2% of £1,125,000)	£11,250–£22,500
Valuation & lender's legal costs	£3,000–£4,000
Broker fee	£2,000–£5,000
Exit fee (bridging / development finance)	£4,500–£9,000
Empty business rates (after 3-month void, per annum)	£10,000–£25,000
Unoccupied property insurance uplift	£2,500–£4,000
Security, void protection & alarm monitoring	£3,000–£5,000
Pre-application advice (RBWM)	£500–£1,500
Planning application fee	£3,000–£3,500
CIL levy (exemption may apply if pub trading at completion)	£0–£60,000
Party wall awards, if applicable	£1,500–£4,000
EPC, floor plans & marketing photography	£2,000–£2,500
Total other one-off costs	**£51,100–£170,700**
Less VAT saving: works at 5% not 20% on £300,000 build	−£45,000
Corporation tax at 25% payable on any profit	Not in totals

Project Opportunity #3

Option 3. Conversion to 8 Ensuite HMOs.

Rental at £1,050 per month.

Costs:

Item	Cost
ACQUISITION	
Purchase price (guide)	£1,500,000
SDLT — non-residential basis	£64,500
Legal & conveyancing	£8,000
Building survey & asbestos R&D survey	£6,000
Auction admin / buyer's fees	£3,000
Subtotal	**£1,581,500**
CONSENTS & CONVERSION	
Planning (sui generis change of use) & consultants	£18,000
Building control & inspections	£4,500
Strip out (bar, cellar, commercial kitchen, WCs)	£25,000
Structural alterations & steelwork	£24,000
Roof & external fabric repairs	£22,000
Windows & external doors	£26,000
Fire & acoustic separation, FD60 doors, protected escape	£30,000
8 en-suite shower rooms	£48,000
Communal kitchens & utility	£20,000
Electrical rewire, consumer unit, room metering	£26,000
Plumbing, heating & high-demand hot water	£24,000
Fire alarm (L1), emergency lighting, detection	£18,000
Plastering, joinery & decoration	£24,000
Flooring	£12,000
External works, bin & cycle store, parking	£14,000
Project management	£15,000
Contingency @ 10%	£32,800
Subtotal	**£383,300**
FIT-OUT, COMPLIANCE & OPENING	
Furniture & FF&E (8 rooms + communal)	£32,000
Utility connections / 3-phase upgrade & meters	£12,000
HMO licence (RBWM, 5-year)	£2,500
Initial certificates — EICR, gas, EPC, FRA, PAT	£2,000
Marketing & initial letting	£3,000
Subtotal	**£51,500**
FINANCE & HOLDING (15 MONTHS)	
Arrangement fee @ 2% on £1,125,000	£22,500
Interest @ 7.5% on £1,125,000	£105,469
Broker & valuation fees	£6,000
Insurance during works	£4,500
Rates, security & utilities during works	£9,000
Subtotal	**£147,469**
TOTAL COST TO GET UP AND RUNNING	**£2,163,769**

Annual rental income & net operating income

Item	Amount
8 rooms @ £1,050 pcm all-inclusive	£100,800
Less voids & bad debt @ 7%	−£7,056
Collected rent	**£93,744**
Utilities, broadband, council tax	−£19,400
Management @ 12%	−£11,249
Compliance (gas, EICR, PAT, fire alarm, licence)	−£3,300
Insurance, cleaning, grounds	−£6,000
Maintenance & reserve	−£4,800
Net operating income	**≈ £49,000**
Yield on total cost	**2.3%**

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Key Calculations & Assumptions

Stamp Duty Land Tax — Fizz Bar is a former public house, now closed and vacant, so non-residential rates apply (2026/27): 0% to £150,000; 2% on £150,001–£250,000; 5% above £250,000.

£1,500,000: (£100,000 × 2% = £2,000) + (£1,250,000 × 5% = £62,500) = £64,500

A closed pub is not a dwelling and is not suitable for use as one, so the residential rates and the 5% additional-dwelling surcharge do not apply. Position to be confirmed by Herrington Carmichael.

Finance — with no trading income this is bridging / development finance, not a commercial mortgage. 75% LTV on £1,500,000 = £1,125,000, interest only at 7.5% = £84,375 p.a. = £7,031 per month = £126,563 over 18 months.

Plus arrangement fee 2% = £22,500, broker & valuation £6,000, exit fee 1% = £11,250. Total finance cost over 18 months = £166,313.

Deposit — 25% of £1,500,000 = £375,000.

Sourcing fee — 1.5% of the £1,500,000 purchase price = £22,500.

Vacant-building holding costs — empty business rates after 3 months' relief £8,000–£15,000 p.a.; unoccupied property insurance £4,000–£6,000 p.a.; plus security, weekly inspections and standing utilities.

Condition risk — a long-vacant pub carries damp, roof, stripped metal and rot risk. Full building survey required before bidding; hold £40,000–£60,000 above the 10% contingency until surveyed.

Planning — pubs are sui generis and excluded from Class MA permitted development, so full planning permission is required. The closure and marketing history supports the loss-of-pub case under RBWM policy.

Annual statutory compliance, 5 flats: gas certificates £600; EICRs £250 p.a.; EPCs £45 p.a.; fire alarm servicing £360; emergency lighting, extinguishers, signage & fire risk assessment £1,000. Total = £2,255 p.a. (£187.92 per month).

At the £1,500,000 guide the 5-flat scheme costs £2,355,311 against a GDV of £2,047,500 — a loss of £307,811. No option in this deck is viable at the current guide.

Bid ceiling — a purchase at £900,000–£950,000 restores an 18–22% profit on cost.

Funding Proposal

Funding Requirement — conversion to 5 self-contained flats (recommended route)

Total project cost at the £1,500,000 guide: £2,355,311

Senior debt: bridging / development facility of £1,125,000 (75% LTV on £1,500,000), interest only at 7.5% over an 18-month term.

Investor equity required: £1,230,311

25% deposit of purchase price £1,500,000 = £375,000

SDLT at non-residential rates = £64,500

Conversion works and 10% contingency = £440,000

Planning, professional, legal, utility, fire-safety and leasehold set-up costs = £104,998

Finance interest and fees over 18 months = £166,313

Holding costs and sale agency / legal fees = £57,000

Sourcing fee (1.5% of purchase price) = £22,500

Gross Development Value: £2,047,500 (3 × 2-bed at £457,500 + 2 × 1-bed at £337,500)

Result at the guide price: a loss of £307,811. The project cannot be funded at £1,500,000.

Recommendation: bid to a maximum of £950,000. At £900,000–£950,000 total cost falls to approximately £1,684,000–£1,737,000, producing a profit of £310,000–£363,000, or 18–22% on cost.

Note: Fizz Bar is a former public house, now closed and vacant, so SDLT is charged at non-residential rates and the 5% additional-dwelling surcharge does not apply.

Auction History & Bid Strategy

The lot has been to auction three times without selling and is live again — Savills Lot 611, 15–16 September 2026, guide price £1,500,000.

8 April 2025 — guide £1,500,000 — withdrawn

1 October 2025 — guide £1,300,000 — withdrawn prior to the auction

17 March 2026 — guide £1,320,000 — auction ended, no sale recorded

15–16 September 2026 — guide £1,500,000 — currently offered, lot day Tuesday 15 September at 09:00

What this tells us: eighteen months of marketing at £1,300,000–£1,500,000 has produced no buyer. The guide reflects the vendor's aspiration for a 4.9-acre Ascot site rather than a price the market has been willing to pay. Our appraisal reaches the same conclusion — the conversion scheme does not work above approximately £950,000.

Site: approximately 4.9 acres including car park and mature forest, part Green Belt. The building is only 3,993 sq.ft of it, so the guide price is effectively land value; the upside is likely a land and planning play rather than a conversion of the existing pub.

Impact of the higher guide: at £1,500,000 SDLT is £64,500 and total project cost for the 5-flat scheme is £2,355,311 against a GDV of £2,047,500 — a loss of £307,811. The scheme is not viable at the current guide.

Bid strategy:

Obtain the legal pack now to confirm the Green Belt boundary, exact site area, any Asset of Community Value listing and covenants.

Ask Savills what bids were received in March 2026 — three failed attempts is genuine leverage.

Register to bid but do not chase the guide. Maximum bid £950,000.

If unsold again, approach Savills in the post-auction window with an offer of £900,000–£950,000, evidenced by this appraisal.

At £900,000–£950,000 the 5-flat scheme returns approximately £310,000–£363,000, or 18–22% on cost.

Exit Strategy by Option

Every option is funded on an 18-month bridging facility of £1,125,000. The exit must be deliverable inside that term, with a costed fallback if it is not.

Option 1 — 5 self-contained flats

Primary exit: individual open-market sales of all five units, GDV £2,047,500, released over a 4–6 month sales period.

Secondary exit: refinance completed units onto a buy-to-let portfolio mortgage and hold, or sell the block to a single investor at a discount to GDV.

Risk: five simultaneous sales in one location can move slowly. Allow for a sales period inside the term, not after it.

Option 2 — single 5-bedroom house

Primary exit: one open-market sale. Break-even at £2,205,313 against a base-case market value of about £1,550,000 (9 Oaklands Drive achieved £1,700,000) — the exit is not currently evidenced.

Secondary exit: let as a family home and refinance onto a residential investment mortgage while the market catches up.

Option 3 — 8 en-suite HMO

Primary exit: refinance on a commercial HMO valuation once fully let and seasoned, then hold for income.

Secondary exit: sell as a tenanted investment on yield. At a 2.3% yield on cost the refinance will not clear the bridge.

Cross-cutting fallbacks

Planning refusal: no conversion consent means no scheme. Bid on the basis of the site as it stands, or make the purchase conditional on consent.

Term overrun: budget a 6-month extension at the same 7.5% rate — approximately £42,200 of additional interest plus a further arrangement fee.

Ultimate fallback: resell the freehold with the benefit of planning consent. This is only an exit if the land was bought below £950,000.

Verdict & Recommendation

Recommendation: do not bid to the guide price. Acquire only at £900,000–£950,000.

At the £1,500,000 guide, all three options lose money

5 flats — cost £2,355,311 against GDV £2,047,500: a loss of £307,811

5-bedroom house — cost £2,205,313 against a base-case market value of about £1,550,000

8 en-suite HMO — cost to get running £2,163,769 against net income of about £49,000: a 2.3% yield on cost

At £900,000–£950,000 the 5-flat scheme works

Total project cost approximately £1,684,000–£1,737,000 against GDV £2,047,500; profit £310,000–£363,000, or 18–22% on cost, over 18 months

Demolition and new build (10–16 flats) — appraised and rejected by Irish Rose Homes on cost and planning risk

A 13-unit scheme carries approximately £4,654,000 of non-land cost (build at £225 per sq.ft, demolition, externals, fees, CIL, a Section 106 affordable contribution, contingency, 30 months of development finance and sales costs) against a GDV of about £6,240,000. For a 20% profit on cost that supports a land value of only about £480,000; at 16 units, about £660,000.

It is therefore a larger, slower, riskier scheme that supports a LOWER land price than the conversion — and it must clear the Green Belt test, as replacing a 3,993 sq.ft building with over 10,000 sq.ft of flats harms openness. Rejected.

Why the discount is achievable

The lot has failed to sell three times in eighteen months at guides between £1,300,000 and £1,500,000, and the pub has been closed for over five years. The estimated reserve is £1,500,000–£1,600,000, so a bid at our ceiling will not meet it in the room — the route is the post-auction window, evidenced by this appraisal.

Not yet underwritten

The site is approximately 4.9 acres, part Green Belt, and only 3,993 sq.ft is built. If the wider land were released from the Green Belt in a future local plan review, a strategic land play could justify the guide — but that is a 5–10 year horizon, not a bridging-financed project, and no value has been attributed to it here.

Next steps: obtain the legal pack, confirm the Green Belt boundary and site area, review RBWM planning history, and ask Savills what bidding reached in March 2026.

About Irish Rose Homes

Colleen Brady is the Founder at Irish Rose Homes Ltd.

Someone who was born and raised in Ascot and Bracknell with an Irish heritage, has a passion for Interior Design, community spirit and getting the right investors involved in making the world a better place, even one small part at a time.

With Colleen's accountancy head and heart for design and community spirit, Irish Rose Homes has been created to do just that and help others along the way.

Colleen's success is built on a foundation of hard work, integrity, and a commitment to providing exceptional service to her clients.

Living around the corner from this site, Colleen’s analysis shows this project has true potential if the purchase price falls between **£900k–£950k**, then this would be a great opportunity for the right investor.

- Experience:

With a power team with over 12 years of experience in the property industry, and 20 years in accountancy, our team of experts have the knowledge and experience to help you navigate the complex world of property.

- Personalised Service:

At Irish Rose Homes, we believe in providing our clients with personalised attention and exceptional service. We take the time to understand your unique needs and work tirelessly to help you achieve your goals.

- Extensive Network

We have an extensive network of property industry professionals, including accountants, solicitors, investors, real estate agents, surveyors, valuers and contractors, where we can assist you every step of the way. We work with the best in the business to ensure that you get the best possible service.