FOR SALE

Impressive Well Located Highly Profitable Hotel

GRAHAM SIBBALD | CHRISTIE & CO



The Green Dragon Hotel

44-46 Broad Street, Hereford, Herefordshire, HR4 9BG

Guide Price £6,950,000 - Freehold

Find out more at **www.g-s.co.uk**

- **Impressive Well Located Historic Hotel**
- **83 Individual En Suite Letting Bedrooms**
- **Prime Trading Location Close to Hereford Cathedral**
- **Cocktail Bar (20) + Lounge Bar (20)**
- **Hereford Bar & Brasserie Restaurant (70)**
- **The Garrick Lounge Café & Lounge (53)**
- **The Ballroom Conference & Banqueting Facilities for up to 120 guests**
- **Parking for circa 23 Cars**
- **Advised Net Turnover £3,512,231 – YE 31/03/2026**



INTRODUCTION

The Green Dragon Hotel is a prominent freehold, full-service hotel located in a prime trading location in the heart of Hereford. The property comprises 83 en suite letting bedrooms with a diverse food, beverage, conference and banqueting revenue, with an advised net turnover in excess of £3.5M for the year ending 31 March 2026, and clear scope to enhance turnover and profitability through targeted operational and accommodation led growth and the opportunity to add additional letting bedrooms.

The hotel, which is one of England's oldest continuously operating hotels, is prominently located in the historic city centre of Hereford and close to the famous Cathedral. Following a comprehensive refurbishment in 2019, the hotel successfully combined its historic character with contemporary design and modern standards of comfort, creating a boutique hotel that appeals to leisure visitors, corporate travellers, wedding parties, events and conference delegates alike.

It is likely that the hotel business will prove to be of considerable interest to a wide range of potential buyers including regional and national multiple hotel owners and operators, regional brewers, property speculators, investors and high net worth individuals.

LOCATION

The Green Dragon Hotel is situated on Broad Street in the centre of Hereford, occupying a highly visible position at the heart of the city's commercial, cultural and tourism activities. Guests can explore much of Hereford on foot, with many of the city's principal attractions located only a short distance from the hotel.

One of the most significant nearby attractions is Hereford Cathedral, which is home to the internationally renowned Mappa Mundi and historic Chained Library. The cathedral and its associated attractions provide an important source of leisure and tourism demand throughout the year.

The hotel is also conveniently situated for High Town, the Old Market shopping and leisure development, the River Wye, Hereford Museum and Art Gallery, together with the city's independent retailers, cafés, bars and restaurants.

Beyond the city centre, Herefordshire provides a compelling destination for rural and experiential tourism. The county is renowned for its attractive countryside, market towns, walking and cycling routes, food and drink producers and historic attractions. The nearby Wye Valley National Landscape, Black Mountains and Malvern Hills provide extensive opportunities for walking, cycling and outdoor recreation.

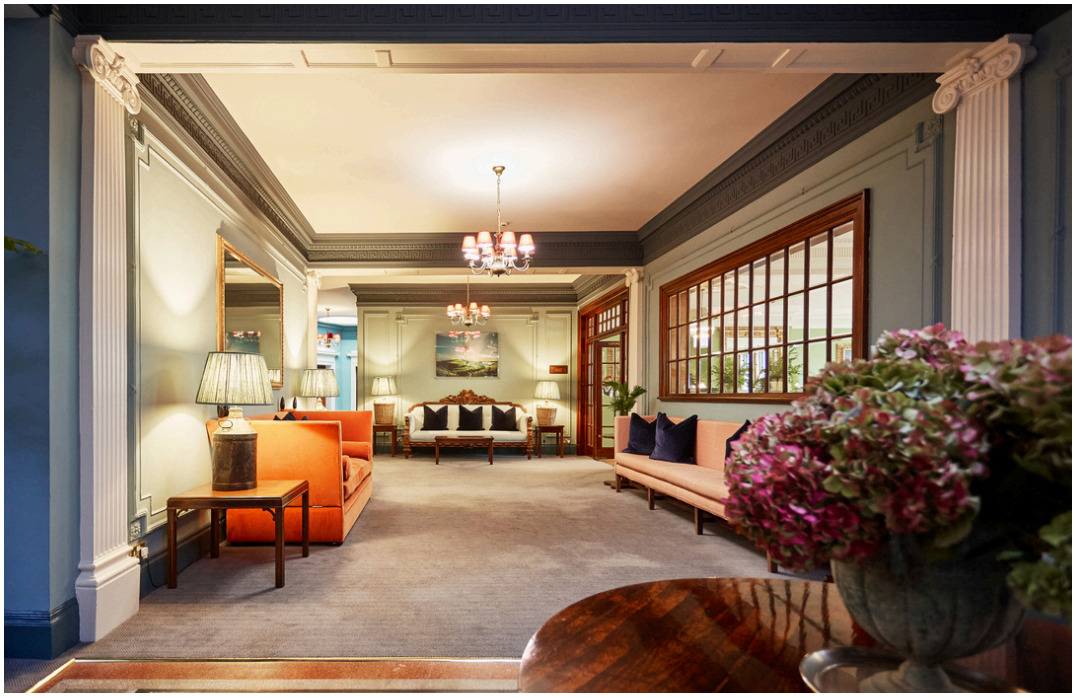
This combination of city-centre accessibility and proximity to an extensive rural tourism offer enables the hotel to appeal to a broad range of leisure markets throughout the year.

COMMUNICATIONS

Hereford benefits from strong road and rail connectivity. The city is served by the A49, A438 and A465, providing access to the wider West Midlands, South Wales and the national motorway network.

Hereford railway station provides regular services connecting the city with key regional centres including Birmingham, Cardiff, Newport, Worcester and Manchester, supporting both corporate and leisure demand as well as conference and events business.

The hotel's central location, together with its accessibility by road and rail, is therefore a significant commercial advantage.





THE PROPERTY

Originally formed from a 16th Century Coaching Inn, the Green Dragon Hotel is a substantial and characterful historic property, fronting Broad Street with direct rear access from Aubrey Street.

The principal building comprises a substantial three/four-storey stucco-faced elevation, incorporating traditional sash windows and a continuous cast-iron balcony. The remainder of the property is principally constructed with brick elevations and traditional sash windows beneath a mixture of pitched slate, tiled and flat roofs.

The property is Grade II Listed, reflecting its special architectural and historic interest, and forms an important part of the historic townscape of central Hereford. The combination of scale, architectural character, prominent frontage and extensive accommodation makes the property particularly distinctive within the local hotel market.



PUBLIC AREAS

Ground Floor

The hotel is approached via its main entrance on Broad Street with additional access via Aubrey Street to the rear of the property.

The main entrance leads into a welcoming reception area with a prominent central reception desk and convenient access to the principal public areas.

A passenger lift and various staircases provide access to the letting accommodation, meeting rooms and additional facilities on the upper floors.



Hereford Bar & Brasserie Restaurant

The stylish and contemporary Hereford Bar & Brasserie provides approximately 70 covers, together with a separate private dining room accommodating up to 12 guests.

The restaurant occupies an attractive classic 1920s panelled dining room and benefits from its own independent bar servery.

The operation provides a broad range of day-to-evening trading opportunities, including breakfast, lunch, afternoon tea and dinner, and serves both hotel residents and the wider local market.

The Garrick Lounge
The Garrick Lounge provides a relaxed café-style environment with comfortable seating for more than 50 guests.

The lounge provides an informal meeting and social space for hotel residents, local customers and visitors, offering hot and cold drinks, sandwiches, cakes and pastries.

Its positioning within the hotel provides an additional daytime revenue stream and complements the hotel's wider food and beverage offer.

The Offa Bar
The Offa Bar is an established cocktail bar providing approximately 20 covers.

The bar features stylish décor, comfortable furnishings and ambient lighting, creating an intimate environment suited to evening trading.

The offering includes cocktails, wines, spirits and craft beers and provides the hotel with an additional source of both resident and non-resident trade.

The Orange Bar
The Orange Bar is the principal bar area and provides approximately 20 covers towards the front of the property.

The bar has a lively atmosphere and benefits from a customer base comprising hotel residents and local non-residents.

It serves a comprehensive selection of beers, wines, spirits, cocktails and soft drinks.

The combination of multiple bar operations provides the hotel with flexibility to cater for different customer demographics and trading occasions.

Conference & Banqueting Facilities
The Green Dragon Hotel benefits from an extensive range of conference, banqueting and events facilities, providing the ability to accommodate everything from smaller corporate meetings through to weddings, private parties, dinners, exhibitions and larger conferences.

The breadth and character of these facilities represent an important point of differentiation for the hotel and provide opportunities to generate additional revenue from non-bedroom customers

The Ballroom
The Ballroom is an impressive and highly characterful function space, incorporating a dedicated bar, leaded windows, moulded ceilings and an integral sprung wooden dance floor. The room is well suited to weddings, dinners, parties, exhibitions and corporate events and can cater for approximately 120 guests for weddings and social events and 180 guests theatre style for conferences.



Meeting Rooms

In addition to the Ballroom, the hotel benefits from a range of flexible meeting and function rooms suitable for corporate meetings, training sessions, private dining and smaller events comprising:

Meeting Room/Suite	Boardroom	Theatre	Banqueting	Standing
Kemble	25	40	30	50
Judges	10	N/A	10	15
Elgar Suite	14	N/A	14	30
Bosley Room	8	N/A	8	20
Devereux	30	60	40	70

The existing configuration provides considerable flexibility for conferences, meetings and private functions. There may also be potential to rationalise selected meeting rooms and repurpose some of the accommodation for additional bedrooms, subject to detailed operational assessment, planning and listed building considerations as well as any other necessary consents.





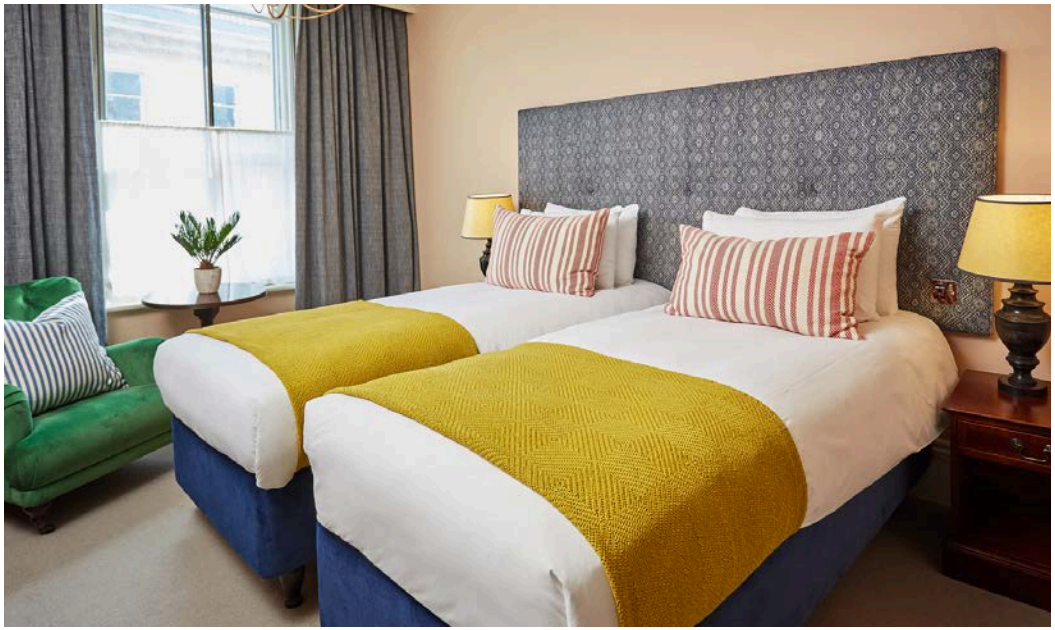
LETTING ACCOMMODATION

The Green Dragon Hotel provides 83 individually designed en suite guest bedrooms, each providing a balance between historic character and contemporary comfort.

The accommodation was carefully refurbished in 2019 and each bedroom is equipped with modern amenities including en-suite bathroom facilities, complimentary wireless internet access, flat-screen televisions and tea and coffee making facilities.

Many of the bedrooms retain original architectural features that reinforce the character and identity of the property, while contemporary furnishings provide a high standard of comfort expected within the boutique hospitality sector.

The range of accommodation enables the hotel to cater for a broad customer base, including individual travellers, couples, families, corporate guests and group bookings, comprising:



Bedroom Type	Quantity
Catherdral Suite	1
Apartment/Family Rooms	4
Luxury Double	13
Superior Double	15
Superior Twin	5
Classic Double	23
Classic Twin	10
Classic Single	12
Total	83

CONSENTED BEDROOM EXPANSION OPPORTUNITY

Planning permission has been secured to convert underutilised function and storage space on the first floor into seven additional en-suite bedrooms and suites (Reference: P253429/F; Herefordshire Council).

BUSINESS OPPORTUNITY

The Green Dragon Hotel represents an outstanding opportunity to acquire one of Herefordshire's best-known hospitality assets.

Its historic character, established reputation and prime city-centre location provide a strong platform for continued performance and future growth.

The hotel benefits from a diverse revenue base, generating income from accommodation, food and beverage, weddings, conferences, private events and corporate functions. This broad mix enhances financial resilience while creating opportunities to increase profitability through targeted marketing and operational improvements.

There is significant potential to strengthen commercial performance by converting selected meeting rooms and the owners / managers flat into additional letting bedrooms, subject to operational requirements and obtaining any necessary consents. An established multiple hotel operator may also be able to improve profitability by centralising business management functions such as revenue management, finance, procurement and HR.

Further growth opportunities exist within the weddings, conferences and events market, where the hotel's historic setting provides a distinctive competitive advantage. Growing demand for domestic tourism, heritage experiences and authentic destinations also supports the hotel's long-term prospects. Combined with the continued development of Herefordshire's tourism sector, these trends position the Green Dragon Hotel well for sustained growth.

Overall, the Green Dragon Hotel offers an attractive investment opportunity, combining a prestigious heritage property with a diversified business model, multiple income streams and clear potential for future commercial growth.





FIXTURES & FITTINGS

The trade fixtures, fittings and equipment used in the day-to-day operation of the business are included in the sale unless otherwise stated.

ANCILLARY AREAS & BACK OF HOUSE FACILITIES

The hotel has a wide range of back of house facilities and amenities to support the day to day running of the business including:

- Male, female, accessible WC's and baby changing facilities
- Commercial catering kitchen including preparation areas, still area, wash up area, cold and dry store facilities
- Secondary function room kitchen
- Beer cellar with spirits and wine store
- Housekeeping stores
- Laundry and linen stores
- Staff room
- Boiler and plant rooms
- General storage accommodation

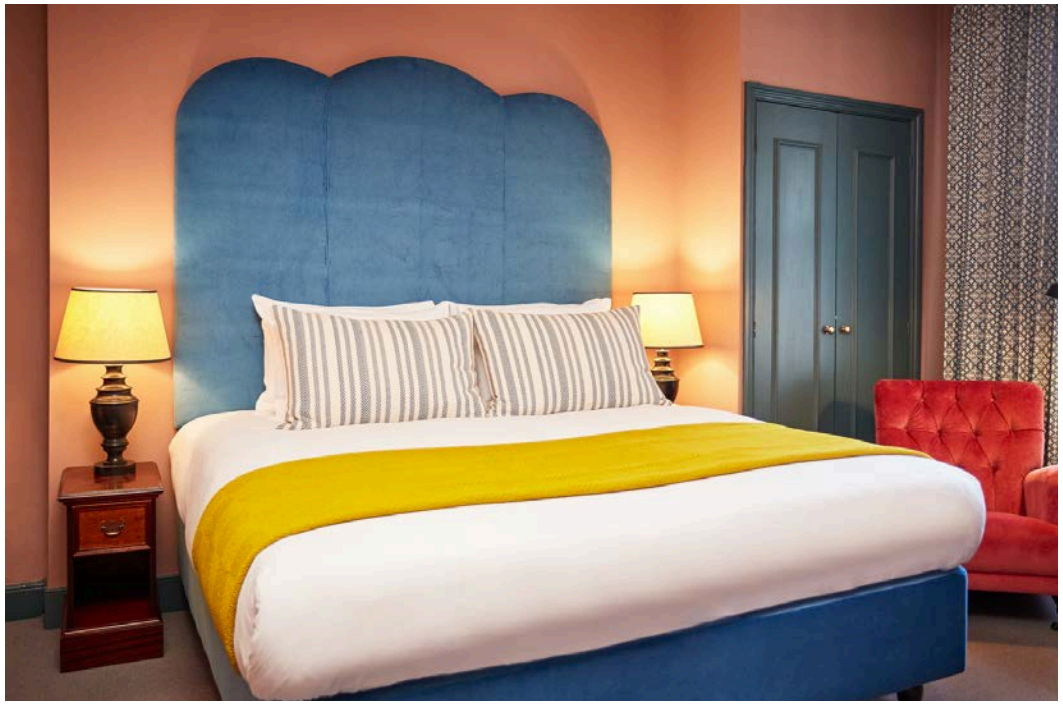
OWNERS / STAFF ACCOMMODATION

The property includes a dedicated staff accommodation area on the third floor incorporating a communal living area and kitchen and 3 staff bedrooms.

There is also a separate owners / managers flat which comprises a lounge, kitchen, two bedrooms and a bathroom. It is conceivable that an incoming purchaser might wish to utilise this as additional letting accommodation to generate further revenue.

EXTERNAL AREAS

Externally the property benefits from a customer car park located to the rear of the property and accessed via Aubrey Street with approximately 23 parking spaces.





RETAIL UNIT

A retail unit is situated to the north of the hotel building at 47 Broad Street. The ground floor is leased to CCR Vape on a five year lease expiring in 2027 at a passing rent of £18,000 per annum.

TELEPHONE MAST

A telecoms mast is situated on the roof of the hotel. A long lease of 99 years is in place with AP Wireless II (UK) Ltd and further details are available upon request.

SERVICES

The property is understood to benefit from mains services including:

- Electricity
- Water
- Drainage
- Gas
- Broadband and telecommunications

Interested Parties should satisfy themselves as to the condition and capacity of all services

BUSINESS RATES

The rateable value for the year commencing 1st April 2026 is £113,000 and the business rates are payable to Herefordshire Council.

Interested parties are advised to verify the current Rateable Value and any available reliefs directly with the Local Authority or the Valuation Office Agency.

ENERGY PERFORMANCE CERTIFICATE

The property has an EPC Rating of C (65).

FIRE RISK ASSESSMENT

A Fire Risk Assessment has been undertaken in accordance with current legislation. Copies can be made available to genuinely interested parties during the due diligence process.

PLANNING

The property is understood to benefit from the appropriate planning consent for its existing hotel use.

Prospective purchasers should make their own enquiries with the Local Planning Authority regarding existing planning permissions and any future development potential.





LICENCES

The business trades under the benefit of the appropriate premises licence permitting the sale of alcohol and associated licensable activities, subject to the terms and conditions of the licence. We understand that the business also benefits from a marriage licence.

FURTHER INFORMATION

Further information about the business and location can be found on the hotel's website at:
Green Dragon Hotel | Independent Style In Hereford City Centre

TRADING INFORMATION

Accounts provided by our client show that the business generated a net turnover of £3,512,231 for the year ending 31 March 2026.

More detailed trading information will be made available to seriously interested parties following receipt of a signed Non-Disclosure Agreement (NDA).

STOCK IN TRADE

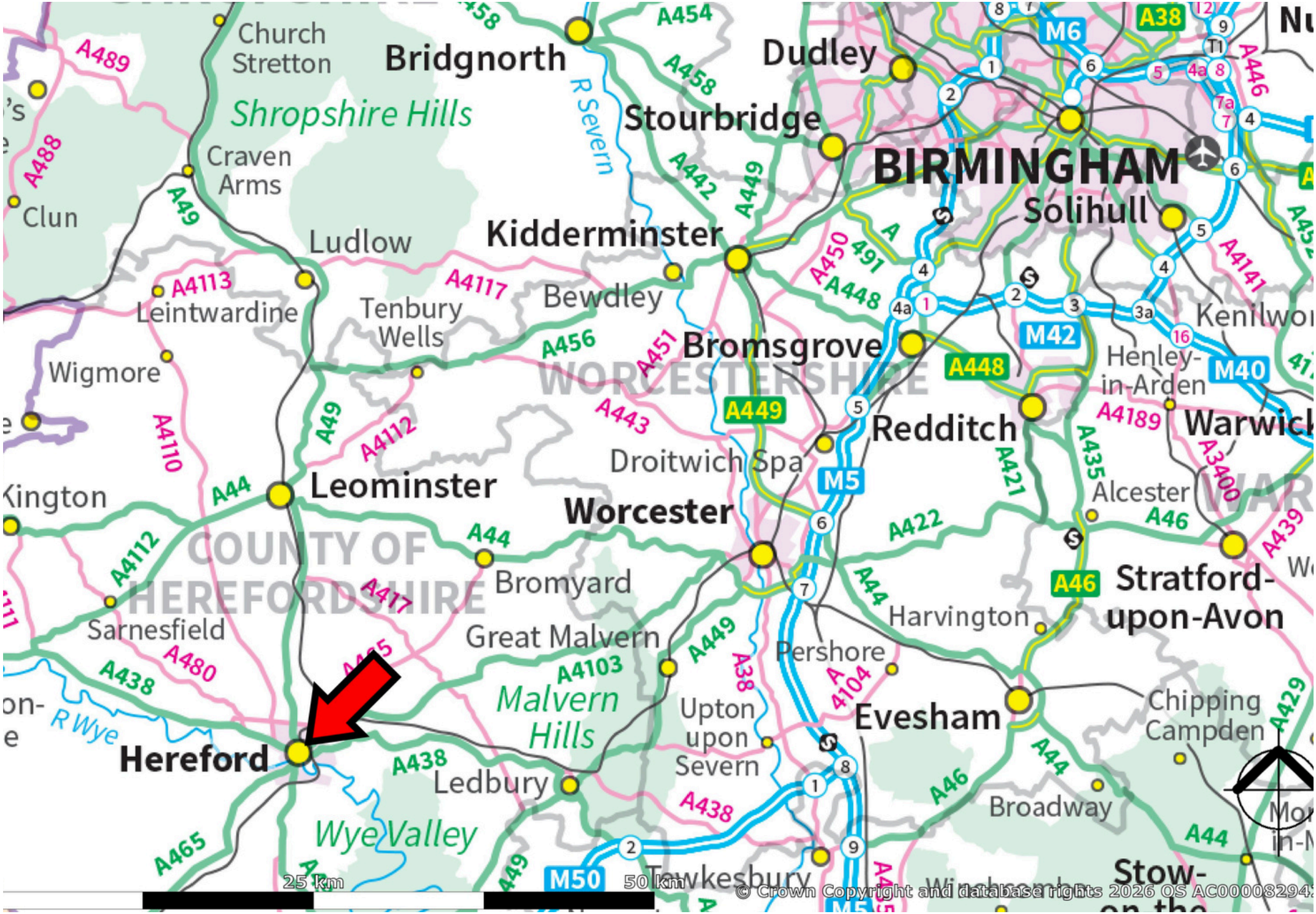
Stock in trade will be purchased by the incoming buyer at valuation on completion.

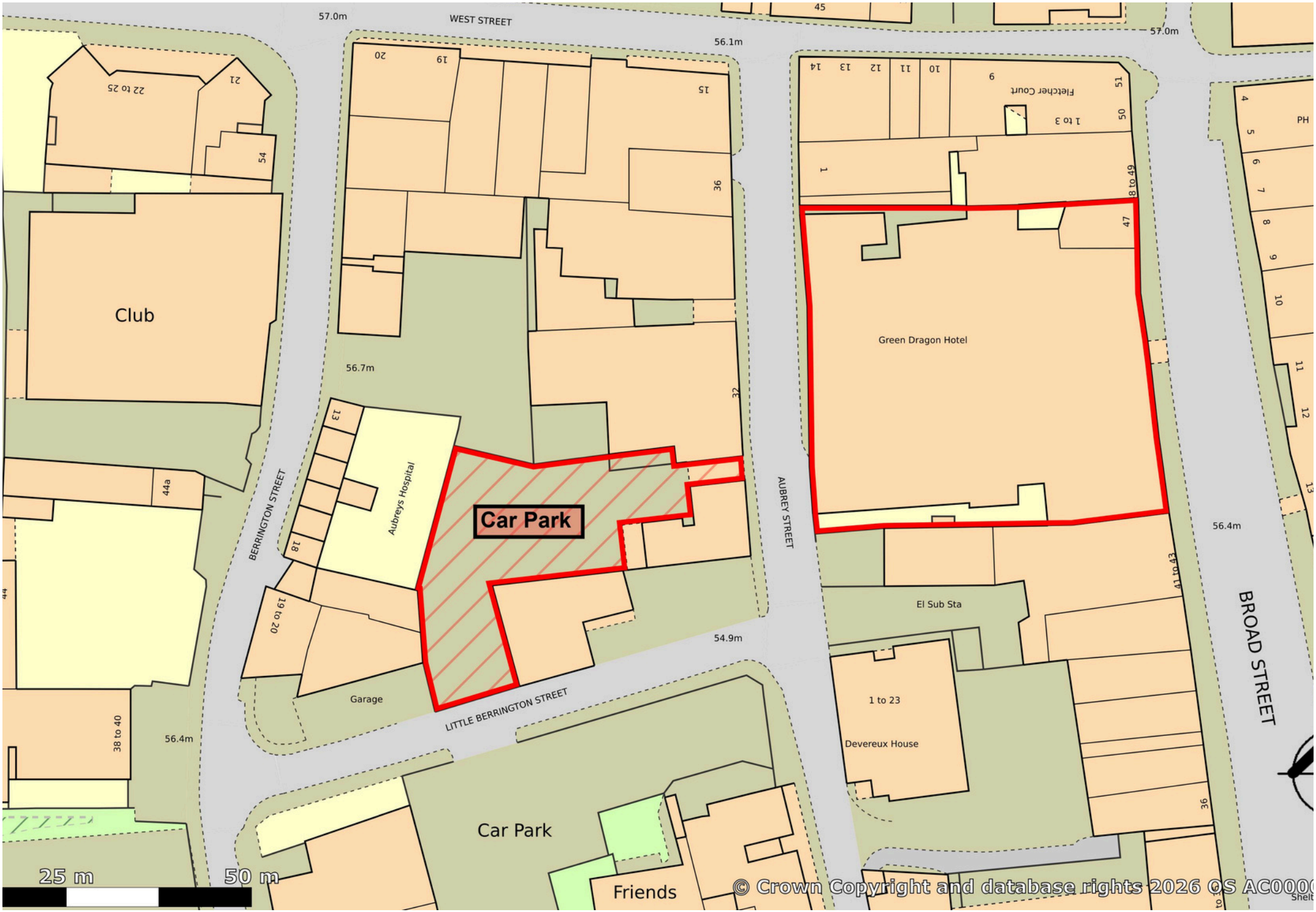
TENURE

The property is held on a freehold title.

ANTI MONEY LAUNDERING REGULATIONS

Under HMRC and RICS regulations in addition to the Criminal Finances Act 2017, as property agents facilitating transactions, we are obliged to undertake anti money laundering due diligence for both the vendors (our client and the purchasers involved in a transaction. As such, personal and or detailed financial and corporate information will be required before an offer can be accepted and a transaction can commence.


Church Stretton
Bridgnorth
Dudley
Shropshire Hills
Stourbridge
BIRMINGHAM
Craven Arms
Clun
Ludlow
Kidderminster
Solihull
Leintwardine
Tenbury Wells
Bewdley
Bromsgrove
Wigmore
WORCESTERSHIRE
Redditch
Henley-in-Arden
Droitwich Spa
Leominster
Worcester
Alcester
Stratford-upon-Avon
COUNTY OF HEREFORDSHIRE
Bromyard
Harvington
Sarnesfield
Great Malvern
Pershore
Malvern Hills
Evesham
Upton upon Severn
Chipping Campden
Hereford
Ledbury
Broadway
Wye Valley
Tewkesbury
Stow-
25 km
50 km
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WEST STREET
57.0m
56.1m
57.0m
45
Club
22 to 25
21
54
20
19
15
36
56.7m
32
Green Dragon Hotel
Fletcher Court
14
13
12
11
10
9
51
50
1 to 3
1
8 to 49
47
PH
4
5
6
7
8
9
10
11
12
13
Car Park
Aubreys Hospital
13
18
19 to 20
BERRINGTON STREET
AUBREY STREET
44a
44
38 to 40
56.4m
54.9m
Garage
LITTLE BERRINGTON STREET
El Sub Sta
41 to 43
1 to 23
Devereux House
36
BROAD STREET
56.4m
Car Park
Friends
25 m
50 m
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PROPOSED SALE STRUCTURE

The freehold interest in the hotel is being offered for sale as a full-service going concern hotel business together with its parent company, The Green Dragon Hotel Group Limited (05003491), by way of a share sale transaction.

ASKING PRICE

Guide Price - £6,950,000

To arrange a viewing please contact:

VAT

All prices quoted and offers made shall be deemed to be exclusive of VAT and VAT will be payable at the prevailing rate where applicable. Prospective purchasers should consult their accountant/solicitor for professional advice in this respect.

VIEWING ARRANGEMENTS

Viewing arrangements are strictly by prior appointment through the owners' joint sole agents, Graham + Sibbald and Christie & Co. Under no circumstances should any party make a direct approach to the business, staff or management of the hotel.

GRAHAM SIBBALD

CHRISTIE & CO



MARTIN DAVIS
Senior Director - Hotel + Leisure
martin.davis@g-s.co.uk
07840 022 259



ED BELLFIELD
Christie & Co
Ed.bellfield@christie.com
07713 061 171



ALEX WARBURTON
Associate - Hotel + Leisure
alex.warburton@g-s.co.uk
07584 060 976



JEREMY JONES
Christie & Co
Jeremy.jones@christie.com
07764 241 284



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Date published: **September 2026**

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