



FOR SALE BY ONLINE AUCTION  
THURSDAY 20<sup>th</sup> MARCH 2025  
(Unless sold by Private Treaty)

37 Victoria Road, Fenton, Stoke-on-Trent, ST4 2HG  
GUIDE PRICE £80,000-£100,000

## SITUATION

Fenton Launderette provides an opportunity to purchase the highly successful and well-established laundrette premises on the busy Victoria Road, Fenton, Stoke-on-Trent, the property also has frontage to Frederick St. The property benefits from 12 Washers and 8 Dryers, three-bedroom first floor flat and parking to the rear. The property has a variety of potential uses subject to necessary planning consents and will also be of interest to developers and investors.

## DIRECTIONS

From Leek West on the A53 towards Stoke-on-Trent going through Endon after 6 Miles in Stockton Brook turn Left onto Baddeley Green Lane in front of the Petrol Station, continue for 4.2 miles going through the traffic lights by Holdcroft Motors, at the Roundabout take the first exit onto the A50/Victoria road and the property is located on the left after 1 mile.

What3words: ///spoil.almost.butter

## AUCTION

The auction will take place on Thursday 20<sup>th</sup> March 2025 Via online auction. The auction link will be available on our website. Pre-auction packs will be available seven days prior to auction, please contact a member of our team for more information.

**Telephone: 01538373308**

**Email: [enquiries@grahamwatkins.co.uk](mailto:enquiries@grahamwatkins.co.uk)**

## DESCRIPTION

37 Victoria Road is a brick and tile rendered property situated in the heart of Fenton, Stoke-on-Trent. The property is currently run as 'Fenton Laundrette' with a three-bedroom flat above, however the building has potential to be converted subject to necessary planning consents. The property will be of interest to those wanting to keep the laundrette business, developers or investors.

## GROUND FLOOR

### **Shop Front – 9.62m x 6.49m**

Double bay window frontage, 12x washing machines, 8x dryers which are included in the sale, & tiled floor



### **Boiler Room 4.47m x 3.96m**

Wooden floor, two hot water cylinder tanks, Potterton Diplomat Boiler & under floor water tanks.



### **Downstairs Toilet**

### **Rear Yard Area 1.82m x 2.94m**

Concrete floor, single storey.

### **Workshop 4.36m x 4.83m**

Concrete floor

## FIRST FLOOR

The first floor is a three-bedroom flat space.

### **Kitchen Area 3.94m x 5.15m**

Stainless steel sink, high and low wooden units, gas oven and hob, carpet floor



### **Shower Room off 1.26m x 3.88m**

Standalone shower, wash hand basin, carpet floor.

### **Store Cupboard off 1.24m x 1.15m**

Carpet floor.



### **Bedroom 1 – 3.11m x 6.07m**

Carpet floor, UPVC double glazed windows.

### **Bedroom 2 – 4.62m x 3.21m**

Carpet floor, UPVC double glazed windows.

### **Bedroom 3 – 3.08m x 3.22m**

Carpet floor, UPVC double glazed windows.

## **SERVICES**

We believe the property is connected to mains water, mains electric, mains drainage and mains gas.

## **LAND REGISTRY**

The property is held under land registry title SF36780

## **VIEWINGS**

By prior arrangement through Graham Watkins & Co.

## **TENURE AND POSSESSION**

The property is held freehold and vacant possession will be given upon completion.

## **MEASUREMENTS**

All measurements given are approximate and are 'maximum' measurements.

## **PLEASE NOTE**

The agent has not tested any apparatus, equipment, fixtures, fittings or services and cannot verify they are in working order or fit for their purpose, neither has the agent checked the legal documents to verify the freehold/leasehold status of the property.

## **LOCAL AUTHORITY**

The local authorities are Stoke-on-Trent city council and Staffordshire County Council to whom all enquiries of a planning or other relevant matters should be addressed

## **SOLICITORS**

Sara Pickerin, Tinsdills Solicitors, 10 Derby St, Leek, Staffs, ST13 5AW. [Sarapickerin@tinsdills.co.uk](mailto:Sarapickerin@tinsdills.co.uk)

## **CONDITIONS OF SALE**

The conditions of the sale will be available through the Auctioneers seven days prior to the sale. The purchaser will be deemed to have knowledge of the Conditions of Sale and to have satisfied themselves on all matters contained or referred to either there or in the sales particulars.

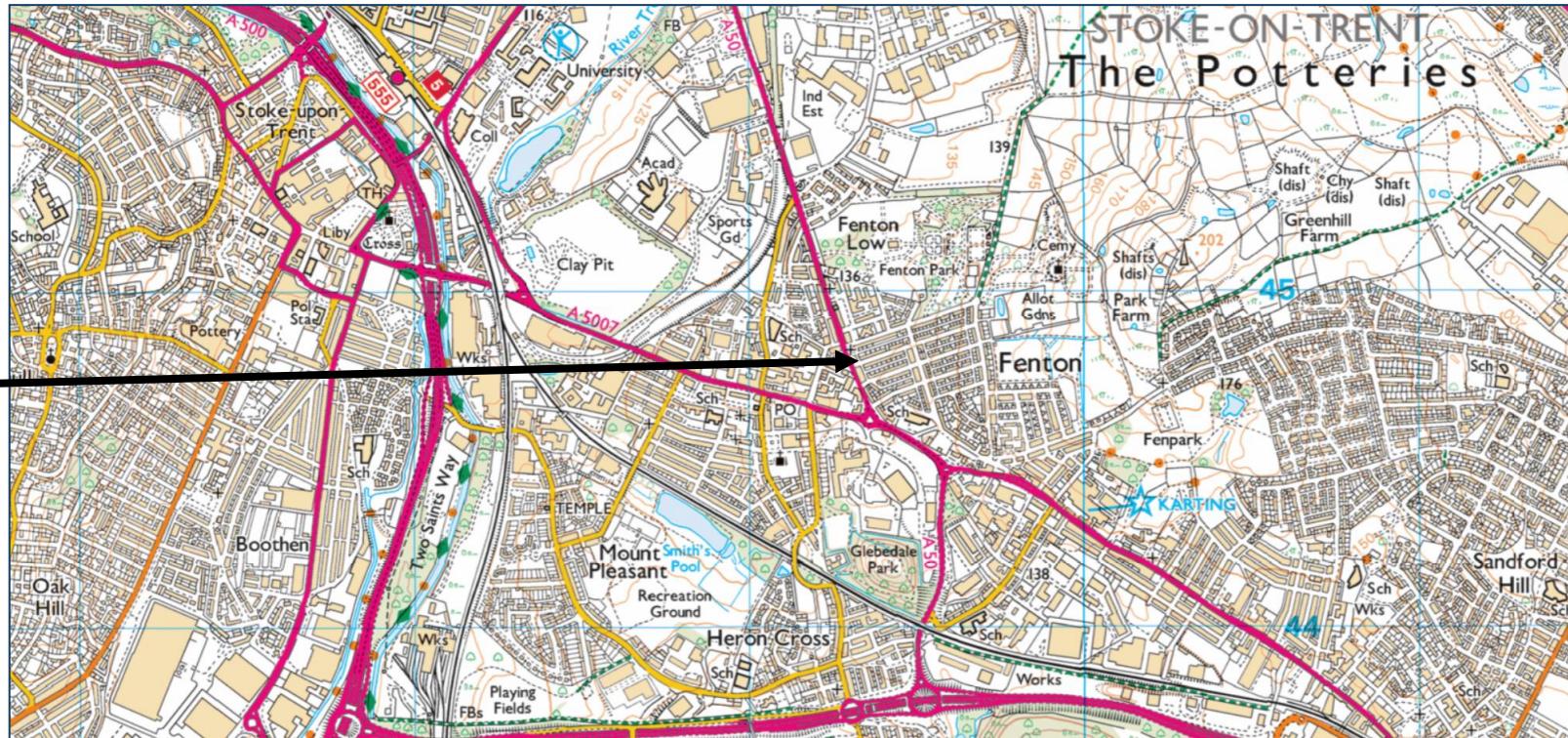
## **GUIDE PRICE**

The guide price is issued as an indication of the auctioneer's opinion of the selling price of the property. Each property offered is subject to a reserve price which is agreed between the seller and the auctioneer prior to the auction and which would ordinarily be within 10% (+/-) of the guide price. Both the guide price and the reserve price can be subject to change up to and including the day of the auction. For a full definition of guide price and reserve price please contact the auctioneers.

Messrs. Graham Watkins & Co. for themselves and for the vendor or lessor of this property whose agents they are, give notice that:

1. All statements do not constitute any part of, an offer of a contract;
2. All statements contained in these particulars as to this property are made without responsibility on the part of the Messrs. Graham Watkins & Co. or the vendor or lessor;
3. None of the statements contained in these particulars as to this property are to be relied on as statements or representations of fact;
4. Any intending purchaser must satisfy himself by inspection or otherwise as to the correctness of each of the statement contained in these particulars;
5. The vendor or lessor does not make or give also Messrs. Graham Watkins & Co., nor any person in their employment has any authority to make or give, any representations or warranty whatsoever in relation to this property

Location



## **GRAHAM WATKINS ONLINE AUCTION**

Graham Watkins & Co Online Auctions is a new, innovative and pioneering platform for buying and selling property. It provides all the benefits synonymous with traditional auctions, including: speed and certainty of sale, transparency and zero risk of gazumping or double-selling, but with the added advantage of being able to bid pressure free from the comfort of your own home or office via desktop, tablet or mobile phone.

### **REGISTRATION**

#### **A STRAIGHTFORWARD PROCESS FROM START TO FINISH**

In order to bid at Graham Watkins & Co Online Auctions you will first need to create an account by providing your contact details. You will be required to verify your email address, by clicking an activation link that we'll send to you via email. Once you've created an account you can watch' lots that you're interested in (you'll be kept up-to-date throughout the auction cycle), as well as gain access to the legal packs. In order to place a bid on a lot you will need to complete the bidder registration steps, as detailed below. Please note, the first time you register to bid you will also be asked to verify your mobile number and upload copies of your photo ID (e.g. Driver's licence or passport) and recent proof of address (dated within the last 3 months). This is required so we can easily keep in touch and helps us confirm your identity in the event of you purchasing a lot.

### **TERMS AND CONDITIONS**

#### **ENSURE YOU READ, UNDERSTAND AND ACCEPT THE TERMS AND CONDITIONS**

You will be asked to read and accept our Online Auction Terms and Conditions. Additionally, there may be specific documentation relating to the sale of the property you're registering to bid on that will need to be read and accepted before you are able to bid.

Once accepted, you will receive a copy of the document(s) via email for your own records.

### **SOLICITOR**

#### **PROVIDE DETAILS OF YOUR CHOSEN SOLICITOR**

You will be asked to provide details of your chosen solicitor, so that in the event of you winning the lot we can initiate the necessary legal proceedings between yours and the vendor's solicitors.

## **AML CHECK**

### **COMPLETE AN ONLINE ANTI-MONEY LAUNDERING CHECK**

Graham Watkins are required by law to carry out an online anti-money laundering check on all persons wishing to bid. You will be asked to provide information to verify your identity, including your date of birth, addresses for the last 3 years and at least one of passport, driving licence or national insurance number.

## **BIDDER SECURITY**

### **REGISTER YOUR CREDIT OR DEBIT CARD FOR THE BIDDER SECURITY**

In order to bid online you will be required to register a credit or debit card for the bidder security deposit. We use Stripe who provide a secure, online card registration facility, and they will attempt to place a hold on funds' on your account for the bidder security amount (often known as a payment shadow' as no money is taken at this stage). The bidder security amount will be clearly displayed when registering your card.

On the fall of the electronic gavel, the winning bidder's card will be automatically debited for the bidder security amount, whilst all the unsuccessful bidder's cards will have their shadow payments released (this can take several days depending on the card provider). For more information about this process please read the detailed explanation at the end of this document.

## **DUE DILIGENCE**

### **RECOMMENDED DUE DILIGENCE BEFORE BIDDING**

In general terms, you are strongly advised to view the property and take professional advice as to its condition and suitability. You should also ensure that you thoroughly read and understand the legal pack and any other associated documentation available online and take proper legal advice accordingly. Finally, understand the contract you are entering into and the financial commitment that you will be liable for should you be the successful purchaser.

## **BUYER(S) FEE**

The successful buyer of each lot shall be required to pay a buyer's fee of £500 + VAT (£600 including VAT) to the auctioneers. This is due on the fall of the hammer. The buyer will be provided with a VAT receipt following the auction.

## **BIDDER SECURITY**

## **STRESS-FREE BIDDING FROM THE COMFORT OF YOUR OWN HOME**

When the auction opens, you will be able to place bids in line with the pre-determined bid increment levels, using the bid increase (+) and decrease (-) buttons provided. Having set your preferred bid amount and clicking the Place Bid' button, you will be asked to confirm your bid at which point it will be placed.

Every time you submit a bid you will be clearly shown whether your bid was successful, and a full list of all bids is displayed on-screen at all times.

## **FALL OF THE GAVEL**

### **FALL OF LEGAL POSITION WHEN YOU'VE WON THE AUCTION**

We offer property for sale by immediate, unconditional contract. This means that the fall of the electronic gavel constitutes an exchange of contracts between the buyer and seller. Both parties are legally bound to complete the transaction usually within 28 days following the close of the auction but this will be confirmed within the legal documentation.

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# GRAHAM WATKINS & CO

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