



ASHWOOD, STOURBRIDGE

STOURBRIDGE, DY8 5HP

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

This opportunity has arisen due to the success of the current operators, who are progressing within Proper Pubs and moving on to a larger site as part of their ongoing development and growth. Their success is a testament to the strength of the business and the potential that exists at The Ashwood. We are therefore seeking an operator who can build on the excellent foundations already in place, continue the great work of the current operators, and take the business to its next stage of growth. The Ashwood is a spacious, detached pub with outstanding kerb appeal and a steady flow of passing trade, conveniently sharing a car park with a Co-op store. Located just a short drive from Stourbridge, it offers easy access to a vibrant town centre with a variety of shops, cafés and restaurants. The pub also benefits from excellent local transport links, including a nearby bus station and train station, making it an ideal choice for both locals and visitors.

Pub Layout

The Ashwood received a £362,000 investment in August 2024, bringing it a fresh new look both inside and out. This refurbishment has revitalized the pub, transforming it into a vibrant hub for the community and has remained in excellent condition. Upon entering, you'll find the ladies toilets immediately to your right and the spacious function room straight ahead. The function room boasts ample fixed and flexible seating, dance floor, stage and projector with a screen, making it perfect for events and gatherings. The main bar area is designed for versatility, featuring a combination of fixed and loose seating, pool table, darts oche, and wall-mounted TVs for enjoying live sports. Access to the gents and disabled toilets. Outside, the pub offers a small, cosy drinking area accessible from the function room, as well as a well-maintained lawned beer garden with six benches, perfect for outdoor socializing.

TRADING STYLE

The Ashwood is a vibrant community pub, thriving on a loyal regular trade and a welcoming atmosphere. Its function room serves as a hub for local events, from parties to commemorations, and more. There is potential for further development for the function room with the right focus and marketing. Entertainment at The Ashwood is designed to cater to all tastes, ensuring there's always something happening to unite the community. With a strong focus on sports, the pub proudly supports darts, pool, and two football teams, keeping the weekly offerings dynamic and engaging. Customers can enjoy a varied product selection, exciting promotions, and exceptional value that make The Ashwood a favourite local destination.

ACCOMMODATION

Private Accommodation

The private accommodation is in excellent condition and consists of: Three Bedrooms, lounge, kitchen, office and bathroom.



3+ Private
Bedrooms



Beer Garden



Car Park



Function Room



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover (Net): £500,000

These figures are based on our Business Development Managers assessment of the trading potential of this pub and are intended for guidance purposes only

No rent applicable on this agreement

This opportunity is for you to run your pub as a self-employed manager. Admiral Taverns take care of all the running costs including rates, utilities, stock, public liability and day to day running costs whilst you take home 18.5% of the net weekly sales, all employment costs relating to your staff and any council tax and TV licence for the residential quarters.

All new operators have comprehensive free training as part of their agreement.

- **STRIVE- The Proper Pubs way.** Held online over one day, you will learn marketing and business strategies that will help you to grow sales in your pub – step-by-step.
- **E-Learning Training for you and your staff.** Featuring more than 30 courses for both you and your staff, you'll have access to a wide range of topics from Compliance, Health and Safety to Personal Development and Wellbeing

BDM VISION

Nicky Bellingham, Business Development Manager, is seeking an experienced and community-focused operator who can build on the strong foundations established by the current operators and continue the excellent work that has made The Ashwood a thriving local pub. The ideal candidate will have a proven track record in driving sales through well-organised events, entertainment, community engagement and effective marketing. They will be passionate about supporting the pub's existing teams, groups and loyal customer base, whilst identifying opportunities to further develop the business through live sport, functions, local partnerships and new initiatives. This is an exciting opportunity for an ambitious operator to take an already successful pub and continue its growth journey within the Proper Pubs estate.



3+ Private
Bedrooms



Beer Garden



Car Park



Function Room



Live Music



Sports Teams