



BEAR, STAFFORD

STAFFORD, ST16 2HP

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Opportunities like this don't come around often! 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 Bear. Located on Greengate Street in the heart of Stafford town centre, The Bear benefits from a prominent high street position within an established and vibrant town-centre environment. Stafford has a strong mix of independent businesses, shops, restaurants, leisure and hospitality, creating plenty of reasons for people to visit and spend time in the town. Stafford has plenty to offer beyond the high street. The town has a strong heritage and a growing leisure and hospitality scene, with attractions including Stafford Castle, the Staffordshire History Centre and the historic town centre all helping to bring people to the area.

Pub Layout

The Bear is a well-maintained and attractive pub that has benefited from a recent sparkle, ensuring it remains in excellent condition throughout. Blending traditional character with modern touches, the pub offers a warm and welcoming environment that appeals to a broad customer base. Inside, customers are greeted by a comfortable and relaxed setting featuring timber finishes, soft furnishings and a mix of fixed and flexible seating. While largely open plan, the layout naturally creates distinct trading areas that cater to different occasions and customer groups. On entering from the street, customers are welcomed into a lower-level seating area with booths and casual seating before moving through to the impressive central bar, which serves as the heart of the pub. Sport is a key part of the offer, with multiple screens positioned throughout the pub, allowing customers to enjoy major sporting events from all areas. Match days create a lively atmosphere and help drive strong footfall and repeat custom. A dedicated games area featuring a pool table, darts board and AWP is popular with teams, leagues and regular customers, providing an additional reason to visit. The generous internal layout also offers plenty of space for entertainment, with DJs and live music creating a vibrant atmosphere allowing customers to really enjoy the atmosphere. The pub has a licence till 2am on Friday and Saturday.

TRADING STYLE

The pub already has all the ingredients for a strong trading offer, including pool and darts with established teams, a full sports package and a good entertainment programme. The Bear already attracts customers with DJs, karaoke and occasional live bands, but there is a real opportunity for the next operator to take this to the next level. We are looking for a dynamic, high-energy operator who isn't afraid to think outside the box and create events that give customers a reason to choose the Bear over anywhere else. Think themed nights, bigger entertainment, quizzes, Bongo Bingo-style events and experiences that keep the pub busy throughout the week and give customers something to talk about. Sport is another key driver, with the opportunity to use the sports package to create a real atmosphere around the big fixtures rather than simply putting the game on the TV. The operator should be thinking about the whole occasion building the atmosphere before kick-off, maximising the crowd during the game and giving customers a reason to stay afterwards. The pub also benefits from a third-party operated dark kitchen, providing an additional revenue opportunity to the business without the operator taking on the cost, staffing or operational responsibility of running a traditional kitchen. It gives customers access to a food offer while allowing the operator to concentrate on what the Bear does best.

ACCOMMODATION

Private Accommodation

The private accommodation is in excellent condition and consists of: four bedrooms, lounge, kitchen, office and bathroom. It also benefits for a separate entrance. It's a great place to call home for a family or couple.



3+ Private
Bedrooms



Beer Garden



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover (Net):

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

Steph Briggs, Business Development Manager, is looking for an experienced operator with big energy, personality, creativity and the confidence to do things differently. The Bear has its own personality, and we're looking for an operator who has theirs. This is a well-established high street venue with a strong reputation, loyal customers and plenty of potential still to unlock. We want someone with flair, ambition and individuality who can build on the pub's existing success while bringing fresh ideas of their own. And when it comes to meeting Steph, don't think of it as an interview, think of it as your audition for The Bear. We want to see your personality, hear your ideas and understand what you would bring to the pub. Come ready to show us why you're the operator to take the Bear to the next level.



3+ Private
Bedrooms



Beer Garden



Live Music



Sports Teams