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TAVERNS



BLACK HORSE, ENDON

STOKE ON TRENT ST9 9BA

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£17,375

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Black Horse is a traditional pub located on the main busy Leek Road which runs through Endon, a village within the Staffordshire Moorlands known for its beautiful landscapes, rolling hills, and proximity to the Peak District National Park, 4 miles southwest of Leek. The village itself has a blend of rural charm, with traditional stone cottages, open fields, and a relaxed atmosphere. It's popular among those seeking a more tranquil lifestyle while remaining close to the amenities of Stoke-on-Trent. The nearest train station is Stoke-On-Trent approximately 7 miles away.

Pub Layout

The Black Horse is a one room operation. Upon entering via the main entrance you will find yourself in the bar area. This area houses a mixture of fixed and loose seating and can comfortably cater for up to 60 covers. To the left of the bar is where the toilets are located. Behind the bar is where the fully equipped catering kitchen can be found which has its own separate access. To the front of the pub there is a paved area which can facilitate an additional 20 covers and to the rear is where the carpark is located.

We would like to invest in the Black Horse and there is planning for some external redecoration in the future.

TRADING STYLE

The Black Horse is destination food site. This is a great pub with a solid trading background and a fantastic reputation for food and drink, a very rare opportunity that has come to the market. A good mixture of beers, ciders, wines and spirits with cask ale is available. This could be a fantastic addition for an established licensee looking to add another site to their estate or an experienced food operator looking to get into the trade for themselves.

ACCOMODATION

Private Accommodation

The private accommodation consists of three bedrooms, a living room, bathroom & kitchen. The private quarters are accessed via the pub.

FINANCIAL

Weekly Rent: £721.15
Estimated Annual Turnover*: TBC
Security Deposit: £9,375
Working Capital: £2,000
Stock: £6,000
Business Rates: £Nil. Based on the draft rating list for April 2026, the Nil Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes.
Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.
Tie: All drinks categories are tied. For fully funded licensees on long term agreements, we offer free-of-tie options for certain drinks categories in exchange for an annual fee.
For a breakdown on financial information, please refer to the 'Additional Info' tab.

3+ Private Bedrooms

Car Park

Kitchen

Email: recruitment@admiraltaverns.co.uk
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BDM VISION

We are in search of a dedicated and experienced licensee who is not only deeply familiar with the local area but is also passionate about running food and beverage operations. The ideal candidate should possess a thorough understanding of the region, its people, and its culture, which will allow them to tailor their business to the needs and preferences of the local community. We are looking for someone who will be actively engaged at every level of the operation, from managing day-to-day activities to leading long-term strategies for growth and success. This licensee will be a true hands-on leader, driving their business forward by being present, visible, and committed to every aspect of the business. They will lead by example, fostering a team culture that emphasizes collaboration, accountability, and pride in their work. Their leadership style should inspire their staff to go above and beyond, ensuring that the customer experience is always a top priority. At the heart of everything they do will be a focus on their people and their community. The licensee, we envision will build strong relationships with both employees and customers, creating a welcoming atmosphere that makes the pub a cornerstone of local life. They will prioritize excellent retail standards, offering traditional pub grub that brings comfort and familiarity to guests, while also championing cask ales to provide an authentic pub experience. By maintaining high standards of quality in both food and drink, they will ensure that the pub becomes a go-to destination for locals and visitors alike. In addition to running a high-quality operation, the operator will be deeply involved in the community. They will actively participate in village events and fundraisers, using these opportunities to strengthen ties with the community and create lasting customer loyalty. Through involvement in local initiatives, they will reinforce the pub's role as a central hub where people can come together, fostering a sense of belonging and mutual support. A key component of their success will be their ability to effectively market their business. They will be knowledgeable about all aspects of marketing, from traditional methods to digital strategies. Social media will be a crucial tool for them to showcase their offerings and engage with customers at every level, ensuring that the pub's visibility and reputation continue to grow. Through these efforts, the licensee will build on the strong foundations already in place, driving the business to new heights of success.



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