admiral
TAVERNS

CASTLE, DUDLEY

DUDLEY DY1 1LQ

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Castle is a prominent, semi-detached community pub located in the heart of Dudley High Street, surrounded by a range of local shops, businesses, and amenities. Situated in one of the West Midlands' busiest market towns, just six miles from Wolverhampton and eight miles from Birmingham, the pub benefits from excellent visibility from he road. The pub was previously invested in and is in great condition.

Pub Layout

Locals are welcomed through the main entrance into a spacious open-plan trading area, centred around a well-positioned bar servery. The layout offers a comfortable mix of fixed and loose seating, creating a flexible space that appeals to a broad customer base. Towards the rear of the pub is a dedicated games area featuring a pool table, thoughtfully separated from the main trading space, giving customers the perfect place to enjoy a match with friends. The central bar area provides an excellent setting for live entertainment, whether it's a DJ, karaoke night, live music, or community events. Multiple well-positioned TVs throughout the pub ensure customers can enjoy televised sport from all areas of the venue, helping to create a lively atmosphere on match days. To the rear of the property, customers have access to the beer garden, which currently offers outdoor bench seating and presents exciting potential for further development. With the right vision, this space could become a valuable asset during the warmer months, helping to maximise outdoor trade, host community events, and create an inviting outdoor social area for customers to enjoy.

TRADING STYLE

The Castle is a wet-led, community-focused pub with significant potential to build on its existing trade and become a true hub of the local community**.** The pub already benefits from an entertainment offer, with live music, DJs and karaoke proving popular with local customers and helping to create a lively atmosphere throughout the weekend. There is a clear opportunity to maximise the use of the pub's existing facilities, particularly the pool table and darts board, which are currently underutilised. Developing multiple pool and darts teams could drive additional footfall, increase spend, and create a regular calendar of activity through both home and away fixtures. The entertainment programme also offers scope for further growth. Introducing activities such as quiz nights, Sticky 13, bingo-style games, themed party nights and community events would broaden the pub's appeal, attract new customers and encourage repeat visits from existing regulars.

ACCOMODATION

Private Accommodation
The private accommodation is located on the first floor and consists of three bedrooms, lounge, kitchen and bathroom and is the perfect size for a family.

3+ Private Bedrooms
Beer Garden
Live Music
Sports Teams

Email: recruitment@admiraltaverns.co.uk
admiraltaverns.co.uk

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FINANCIAL

Security deposit: £2,000
6-Week Performance Bonus Opportunity!
We're offering a performance-based bonus at the end of your first six weeks. This bonus is linked to sales growth and also takes into account your engagement with the local community and customer interaction. It's a great opportunity to make an impact and be rewarded for it. Full details will be provided during the interview process.
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 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, the Business Development Manager, is seeking an experienced, community-focused operator to unlock The Castle's full potential. The successful applicant will have a proven track record of running a similar wet-led community pub and a strong understanding of how to engage with the local customer base. They will be passionate about creating a vibrant atmosphere and delivering a well-planned rhythm of the week that encourages regular footfall and repeat visits. By combining a strong entertainment programme, excellent customer service, and active community involvement, there is an outstanding opportunity to establish The Castle as a social hub at the heart of Dudley High Street. Previous experience operating a similar community-focused pub is essential, making this opportunity most suitable for an established operator rather than someone entering the trade for the first time.

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