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CROSS KEYS, LIVERSEDGE

LIVERSEDGE, WF15 6NE

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£15,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Cross Keys is a detached community pub occupying a generous plot in the heart of Liversedge, ideally positioned between the larger towns of Cleckheaton, Batley and Mirfield. Situated on the edge of the picturesque Spen Valley, the area is renowned for its scenic countryside, walking routes and attractive views, making it a popular destination for both locals and visitors. Historically a thriving wool mill town, Liversedge has retained much of its traditional character, with charming stone-built terraced housing reflecting its industrial heritage. The town benefits from a large and established residential population, with the majority of homes being privately owned, providing a strong and loyal customer base for a community-focused pub. Liversedge also enjoys excellent transport links, making it easily accessible from across West Yorkshire. The town is located close to Junction 26 of the M62 motorway, providing convenient access to Leeds, Bradford, Huddersfield, Wakefield and Manchester. Nearby railway stations at Mirfield, Batley and Dewsbury offer regular services throughout the region, while frequent local bus routes connect Liversedge with the surrounding towns and villages.

Pub Layout

Entering the Cross Keys through the main porch, you are welcomed into a spacious open-plan trading area centred around a horseshoe bar, which serves the entire pub. The interior offers a combination of fixed and loose lounge seating, complemented by a mix of carpeted and tiled flooring, creating a warm, comfortable and inviting atmosphere. A number of snug-style seating areas provide more intimate spaces, making the pub equally well suited to casual dining and social gatherings. To the right of the bar is a dedicated games area, complete with a pool table, darts board and gaming machine. Combined with informal bar seating, this space provides an excellent balance between wet-led and food-led trade, reinforcing the pub's strong community appeal. A door from this area also provides disabled access to the car park and beer garden. Located behind the bar are the customer toilet facilities and a well-equipped catering kitchen, with a rear service corridor providing access to both, as well as a further entrance to the outdoor trading areas. Externally, the property benefits from two raised

TRADING STYLE

The Cross Keys operates as a traditional wet-led community local, with a current wet-to-dry trading split of approximately 75:25. The pub benefits from a loyal local customer base, supported by community pub teams that help drive midweek trade. The bar features a regularly changing selection of cask ales, which are particularly popular with local customers and complement the pub's traditional offer. The fantastic beer garden has previously hosted ad-hoc music festivals, presenting a significant opportunity to develop a more structured programme of summer events and outdoor activities to increase footfall and enhance the pub's community appeal. There is also potential to further develop the food offer, enhancing an additional revenue stream and attracting new customers while complementing the pub's established wet-led identity.

ACCOMODATION

Private Accommodation

The private accommodation is located on the first floor and is all in good order, comprising two bedrooms, bathroom, lounge and a private kitchen.

FINANCIAL

Weekly Rent: £461.54
Estimated Annual Turnover*: £524,722
Security Deposit: £6,000
Working Capital: £4,000
Stock: £5,000
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 of our financial information please refer to the

Beer Garden | Car Park | Cask Ale | Kitchen | Food Preparation Area | Live Music | Sports Teams

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

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BDM VISION

The Cross Keys, Liversedge will be repositioned as a vibrant, community-led local pub with a strong wet-led trading mix, targeting a 75/25 wet-to-dry sales split. Combining a welcoming atmosphere, a quality drinks offer, and a packed rhythm of the week programme, the vision is to create the go-to pub for local residents, sports teams, families, and social groups. Building on the pub's established position within the community, the focus will be on creating a warm, inclusive environment where customers feel at home whether calling in for a quick drink, meeting friends, supporting local teams, or enjoying one of the many regular events. The pub's large beer garden will be a key feature of the offer, providing a popular destination during the warmer months for social occasions, outdoor events, and family-friendly gatherings. The drinks range will sit at the heart of the business, offering a well-curated selection of cask ales, beers, lagers, wines, spirits, and premium serves, complemented by a simple, high-quality food offer designed to support the wet-led nature of the pub. Excellent service, consistency, and value will ensure customers choose the Cross Keys as their regular venue throughout the week. A key objective will be to create a strong and consistent rhythm of the week, giving customers regular reasons to visit and building frequency among existing and new customers. Strong links with local sports teams, community groups, and charities will help position the Cross Keys as a true community hub. The large beer garden will provide additional opportunities for events, outdoor entertainment, and summer trading, further strengthening the pub's reputation as a place where people come together. Operational excellence, a well-maintained environment, and a customer-focused culture will underpin the offer. This will be supported by targeted local marketing, active social media engagement, and partnerships with local organisations to drive awareness and footfall. By delivering a compelling wet-led offer, a strong community focus, and an engaging calendar of events throughout the year, the Cross Keys, Liversedge will establish itself as a thriving local pub at the heart of the community, generating sustainable growth and building a loyal customer base for years to come.


Beer Garden


Car Park


Cask Ale


Kitchen


Food Preparation Area


Live Music


Sports Teams

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