admiral
TAVERNS



JOLLY CROFTER, STOCKPORT

SK3 9AB

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Jolly Crofter has recently been invested in which included full external and internal decoration. The pub has excellent transport links with Stockport railway station a very short walk away and sits on the high street with good bus and taxi links. Edgeley high street has as well as competitor pubs, a wide range of take aways and eateries and smaller local bespoke shops. The pub is situated at the top end of the high street opposite a conveniently located bookmakers which our customers use daily when watching our racing channels in the pub.

Pub Layout

The “Crofter” is small and compact, but don’t let that fool you as it is busy from opening right through until close, and on match days the customers spill out on to the street. Situated at the head of the High Street, the Jolly Crofter serves as both the first and last call on the circuit for many locals. Upon entering, guests are greeted by a dynamic layout that caters to various interests and preferences. To the right of the entrance lies the bustling bar area, complete with state of the art dartboard and multiple TVs broadcasting live sports events. Customers can enjoy a refreshing drink while catching up on the latest matches or engaging in friendly competition on the dartboard. Tucked away in the corner is the karaoke area, loved by anyone who fancies a sing a long. The mix of loose and fixed seating ensures there’s space for everyone to relax and enjoy themselves. On the left side there is comfortable seating and an area which can be used for cribs and dominoes, the area provides the perfect setting for casual games and relaxed conversations among friends.

TRADING STYLE

The Jolly Crofter is a true high street pub that benefits from additional footfall on match days being so close to the local football stadium. It shows live sports throughout the week and has space for darts, crib and dominoes. With daily access to the recent installation of a karaoke wall, it attracts customers from the many pubs, restaurants and takeaways on the high street circuit and Edgeley is fast becoming the local place to go.

ACCOMODATION

Private Accommodation

The Jolly Crofter offers more than just a lively pub atmosphere; it also provides comfortable and convenient private accommodation on the first floor. With three bedrooms, a kitchen, lounge, and bathroom, this space is ideal for a couple or a family. The accommodation is clean and the decor and flooring saw investment in 2024, the private quarters also has an enclosed spacious roof terrace as there is no garden space.

3+ Private Bedrooms

Live Music

Sports Teams

Email: recruitment@admiraltaverns.co.uk
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FINANCIAL

Security deposit: £2,000
Estimated Annual Turnover (Net): £312,000
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 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

Mark Knibbs the Business Development Manager is seeking an applicant who has a good a understanding of the local marketplace as well as being community focused with a good knowledge of sports. Experience in running a similar venue would be advantageous and applicants must have the right sales focused ideas to maximise sales before and after games; whilst ensuring customers are served in a safe environment. You will need to plan and execute weekly entertainment such as quizzes, bingo and make use of the karaoke wall installed this year, giving access to all day everyday karaoke, a good and confident host would be advantageous. The Jolly Crofter is small but has a mighty reputation and a fantastic following by Stockport County fans. This is the home fans only pub on matchdays and needs an experienced community and sports operator obsessed operator.


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