



KINGSLAND TAVERN, SOUTHAMPTON

SOUTHAMPTON, SO14 1NY

**AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)**

**YOUR INVESTMENT:
£3,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Kingsland Tavern is one of Southampton's older pubs, having been a pub since the 1820's. The pub occupies a good sized corner plot, looking out over both St Marys Street and Kingsland Square. Having the fortune of being located in a densely populated area of Southampton, the Kingsland is just a five minute walk from the city centre and under 10 minutes from St Marys Stadium, home of Southampton FC. It is surrounded by retail outlets on St Marys Street and is situated opposite the Kingsland housing estate, near to Palmerston Park.

Pub Layout

The pub is a prominent two-storey property, with its main frontage and entrance located on St Mary's Street, and a side elevation facing Kingsland Square. Outside, there is a generously sized drinking area set within the square itself, conveniently accessed via the side door from the trade area. Inside, the eye is instantly drawn to the large horseshoe shaped bar, which sits at the heart of the pub. To the left, there is low-level loose seating and a dedicated darts area, with direct access to the external drinking space. To the right, fixed seating runs along the front window, leading on to the ever-popular pool table. The space is enhanced by several flatscreen TVs and games machines, creating a lively and social atmosphere throughout.

There is a refurbishment planned to improve the external decoration of the pub, improve the look of the trading space and ensure the pub is set up for a great future with the right licensee(s). The refurbishment is subject to full Board approval. All designs are draft and indicative only, intended to showcase the potential of the pub. The refurbishment will be refined and personalised once a long-term licensee is secured, incorporating their vision for the look and feel of the business.

TRADING STYLE

The Kingsland is a wet-led pub with a strong focus on live sports. A firm favourite among Southampton FC supporters, it attracts a large influx of fans on every match day, both before and after the game. At weekends, and following most home fixtures at St Mary's, the pub also offers music and entertainment, creating a lively and welcoming atmosphere. There is scope to enhance the offer further by introducing a simple back-bar snack menu, such as pies, pasties, and hot dogs, to complement the live sports experience. In addition, there is potential to re-establish regular darts and pool teams, joining local leagues and hosting both home and away fixtures, which would help to build repeat trade and a stronger community following.

ACCOMODATION

Private Accommodation

On the first floor is the private accommodation consisting of four bedrooms, a living room, bathroom and kitchen. A recent, full investment has been completed on the private accommodation that has been finished to an excellent standard.



3+ Private
Bedrooms



Food
Preparation
Area



Live Music



Sports Teams

FINANCIAL

Annual Rent: To support you in getting off to a strong start, we will offer an introductory rent that is significantly below the post?investment rent of £28,000 per year. This reduced rent applies for the first few months of the agreement, giving the new licensee(s) the opportunity to establish the business and build trade during the early operating period. The full post?refurbishment rent of £28,000 will only take effect once the refurbishment has been completed.

Stepped rent structure (introductory period):

- **Weeks 1–4:** £150 per week plus VAT
- **Weeks 5–8:** £230 per week plus VAT
- **Weeks 9–12:** £350 per week plus VAT
- **Weeks 13 onwards:** £425 per week plus VAT (until the refurbishment is completed)

Security Deposit: Initial deposit of £1,000, building up to £5,000 or the equivalent of three months' rent, whichever is greater.

Working Capital: £1,000

Stock: £1,000

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 on financial information, please refer to the 'Additional Info' tab.

BDM VISION

We are seeking a passionate and experienced licensee who can harness the energy of live sport, particularly football, to drive wet sales and maximise the match day atmosphere. With Southampton FC on the doorstep, this pub needs a licensee who can build on its reputation as a home fans' favourite, introducing a simple back-bar food offer to keep supporters fuelled before and after the game. We're seeking someone who is community-focused, ideally with local knowledge, who will embrace the passion of the fan base, strengthen ties with the community, and establish darts, pool, and other sports teams to cement the Kingsland Tavern as the go-to sports hub of St Mary's. A drive to enhance the drinks range, retail standards, and customer service is essential, ensuring the pub delivers the very best match day and weekend experience. In return, we are offering a competitive starting package to support the new licensee(s) through the early stages of taking on the Kingsland. We are committed to investing in the right licensee and working closely with them to grow the pub's long?term success. While the advertised rent reflects the post?refurbishment level, we will provide a reduced rent until the refurbishment is complete to help the new licensee build and establish the business.



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