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NEW BROOM, CHECKLEY

STOKE ON TRENT, ST10 4NB

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£15,500

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The New Broom is a long-established pub and family restaurant on the A522 at Checkley, Staffordshire running from Uttoxeter to Cheadle, this is a busy road emphasising the strong roadside location. The New Broom is one of Checkley's best-known landmarks, combining nearly 180 years of history with its present-day role as a village pub and restaurant. Just 10 minutes up the road is Alton Towers and you will find Hawksmoor a National Trust site just five miles away which has great views over the Churnet Valley. The pub is well placed for travel into Stoke-on-Trent just 30 minutes away by car and Uttoxeter train station is just 15 minutes down the road with services to Crewe, Derby, Stoke and Nottingham. The building itself is detached with a large car park and function room and adjoining campsite with electric hook ups.

Pub Layout

Entering through the main entrance from the car park, you are welcomed into a lobby, where the ladies' and gentlemen's toilets are conveniently located. From the lobby, you step into the main bar area, with the bar servery positioned on the left and a feature log burner creating a warm focal point at the far end. Continuing past the bar, you arrive at the carvery serving area, which leads into the spacious main dining room, providing seating for approximately 80 customers. Beyond the dining area, doors open onto the rear grassed garden, while further inside is the large function room. This versatile space benefits from its own dedicated bar and toilet facilities and also has separate direct access from the main car park, making it ideal for private events and functions.

TRADING STYLE

The New Broom, Checkley has built a strong reputation for its popular carvery, with food currently accounting for around 60% of sales and wet sales making up the remaining 40%. There is significant scope to grow both food and drink revenue by broadening the offer and increasing customer visits. A key feature of the business is its self-contained function room, which provides excellent potential for private parties, celebrations, corporate events, and community gatherings. The pub also benefits from a dedicated camping area with 10 electric hook-up pitches, alongside a spacious car park that can accommodate motorhomes. These facilities offer further opportunities to increase income by attracting touring visitors and expanding the venue's appeal as a destination.

ACCOMODATION

Private Accommodation

The private accommodation consists of three bedrooms, kitchen, bathroom and lounge.

FINANCIAL

Weekly Rent: £500.00
Estimated Annual Turnover*: £392,337
Security Deposit: £6,500
Working Capital: £5,000
Stock: £4,000
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.

3+ Private Bedrooms | Beer Garden | Car Park | Cask Ale | Function Room | Kitchen | Live Music

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BDM VISION

The ideal licensee will have strong food-led hospitality experience, along with the vision and capability to take this pub to the next level. They will be able to broaden the pub's appeal, attracting customers from a wider catchment area while maximising all revenue opportunities, including making full use of the function room. The successful applicant will assess the current offer, identify areas for growth, and build on its existing strengths to further enhance the customer experience and drive sustainable business growth.

FUTURE PLANS

We are looking to refurbish the external decoration to include new signage and lighting. There is also some internal improvements planned.
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.


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