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TAVERNS



OLD HOP POLE, WEST BROMWICH

WEST BROMWICH, B70 9LD

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£10,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Old Hop Pole is a traditional, characterful public house situated close to the town centre, it is one of West Bromwich's longest-established pubs and is particularly well known among supporters of West Bromwich Albion Football Club. The Old Hop Pole primarily serves a local community customer base, attracting a mix of long-standing residents, working professionals and retired patrons. Its reputation as a traditional ale house and community pub makes it particularly popular with mature customers who appreciate real ale and a classic pub atmosphere. On match days, the demographic broadens considerably, drawing football supporters from across the Black Country and West Midlands region. The pub's status as a recognised meeting point for Albion fans contributes significantly to its trade and identity. There are plenty of transport links around the pub with a tram stop just a 5 minutes walk away and there are plenty of bus routes in and out of the area. For further afield the M5 is just over one mile away making it easily accessible by car.

Pub Layout

The pub retains much of its traditional charm, featuring a welcoming front bar, cosy lounge areas separated by arches and partition walls, and an attractive coal stove that adds to its warm atmosphere. It has built a reputation as a genuine community pub, offering a friendly environment for both regular customers and visitors. Externally there is an enclosed courtyard which has benches for outdoor drinking and a smoking area.

TRADING STYLE

The Old Hop Pole is a well-established pub, currently it operates as a traditional wet-led community public house, there are the usual bar snacks available with a back bar cob offer. With its football heritage being the key to the trade in the Old Hop Pole it is important to maintain this along with the real ale drinkers.

ACCOMODATION

Private Accommodation

The private accommodation consists of three bedrooms, bathroom, kitchen and living area

FINANCIAL

Weekly Rent: £326.92
Estimated Annual Turnover*: £252,457
Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater
Working Capital: £2,000
Stock: £3,000
Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.
Business Rates: £Nil. Based on the draft rating list for April 2026, the Nil Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes. Please note, this only applies to pubs marked with an Asterix *
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.

Beer Garden
Cask Ale
Sports Teams

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BDM VISION

The ideal licensee for The Old Hop Pole would be an experienced, hands-on community licensee with a passion for traditional pubs, cask ale and sport-led trade. Given the pubs strong heritage, established local following and close association with West Bromwich Albion supporters, success is likely to come from maintaining and enhancing its community pub credentials.

FUTURE PLANS

The pub will benefit from a small capex which includes full external redecoration and signage refresh. There is a also a toilet refresh for both the ladies and gents toilets 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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