admiral
TAVERNS



PRINCE OF WALES, MALVERN

MALVERN, WR14 3RL

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£10,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

Malvern is a popular Worcestershire town, set against the backdrop of the famous Malvern Hills, an area of outstanding natural beauty. The Prince of Wales is situated on Newtown road in Malvern Link, an established residential area to the north of Great Malvern, offering a strong local catchment and access to the wider Malvern community. The area is well connected by road, with the A449 providing links between Worcester and Hereford, while the M5 can be accessed via Junction 7, connecting the area to Birmingham, Bristol and the wider motorway network. Malvern Link railway station is approximately 800 metres from the pub, providing services towards Worcester, Hereford and Birmingham, with Great Malvern station also nearby. Local bus services connect Malvern Link with Great Malvern, Worcester and surrounding villages. The Malvern Hills are a major attraction for the area, drawing walkers, cyclists and visitors throughout the year. The pub's own large rear garden enjoys particularly attractive views towards North Hill, providing a real point of difference and an opportunity to make the most of its countryside setting.

Pub Layout

The Prince of Wales is a traditional two room community pub, with a welcoming front bar area that currently accommodates darts and live sport. There is also a separate lounge area, offering a quieter and more flexible space for smaller functions, society gatherings, bridge nights, meetings, parties and private events. Both areas benefit from log burners, creating a cosy and welcoming atmosphere during the colder months. One of the pub's standout features is its large rear garden, which is set on a slope and enjoys lovely views towards the northern end of the Malvern Hills. This is a fantastic outdoor space with potential for community events, summer entertainment, barbecues and customers looking to enjoy a drink in the sunshine.

TRADING STYLE

The Prince of Wales is a traditional wet led community pub, with no food offer currently in place. The business focuses on drinks, including a selection of cask ales, alongside live sport, darts and regular social activities. The front bar is the main hub for sports and darts, with Sky Sports available and established darts teams helping to create regular trade. A regular quiz also provides an opportunity for customers to come together, while monthly entertainment adds variety to the pub's events calendar. The separate lounge provides an alternative space for smaller gatherings, meetings and private functions, attracting a different mix of customers and offering additional opportunities for trade. The pub has built its reputation around being a friendly, welcoming local, with its garden, sports facilities and community activities all playing an important part in its appeal.

ACCOMODATION

Private Accommodation

The private accommodation is presented in good order and comprises 3 bedrooms, a bathroom, kitchen and separate lounge.

FINANCIAL

Weekly Rent: £370.20
Estimated Annual Turnover*: £253,233
Security Deposit: £5,000
Working Capital: £2,500
Stock: £2,500
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 | Cask Ale | Function Room | Live Music | Sports Teams

Email: recruitment@admiraltaverns.co.uk
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BDM VISION

The Prince of Wales is a fantastic opportunity for a new licensee to take on an established community pub with plenty of character, a loyal local following and some excellent facilities. The current licensees have been a real cornerstone of the community, creating a welcoming environment and building strong relationships with local customers. We are looking for someone who can build on these foundations and take the pub into its next chapter.

Our vision is to rediscover and strengthen the pub's traditional community offering, with a focus on well-kept cask ale, a great drinks range, live sport and regular entertainment. Building on the existing darts teams and sports following will be important, alongside introducing further teams, competitions and social activities that encourage customers to visit regularly. There is also an opportunity to bring more live music into the pub, develop the quiz and entertainment calendar and make greater use of the fantastic rear garden. With its views across the Malvern Hills, the garden is a real gem and could become a focal point for summer events, outdoor entertainment, barbecues and community gatherings. The separate lounge also offers plenty of flexibility, whether for private parties, society meetings, bridge groups or other local activities. Making this space work harder could help attract new customers and create additional revenue opportunities.

Above all, we want to find a hands on, community minded licensee who enjoys getting to know their customers and understands what makes a traditional local pub special. Someone with a passion for bringing people together, a flair for entertainment and the enthusiasm to build on the pub's existing reputation could make the Prince of Wales a thriving and much-loved part of the Malvern community.


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