



ROSE & CROWN, WESTHOUGHTON

WESTHOUGHTON, BL5 3EE

**AGREEMENT TYPE:
OPERATOR MANAGED**

**YOUR INVESTMENT:
£2,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

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We are delighted to announce that the Rose & Crown is being welcomed into the Proper Pubs family following a £382,000 investment! The pub is on a main suburban route, surrounded by housing, close to bus links, and within walking distance of the town's train station, very much embedded in the everyday life of the Westhoughton community rather than being tucked away. Footfall is steady and locally driven, with consistent passing traffic from Bolton Road and regular trade from nearby residents. The proximity to bus stops and the short walk from the train station help generate a reliable flow of customers throughout the day, particularly during commuting hours, early evenings, and weekends, giving it a strong, community based customer base.

Pub Layout

The Rose & Crown is a characterful, split-level pub set to undergo a full internal and external refurbishment, unlocking its true potential, elevating the customer experience, and bringing it firmly in line with the vibrant Proper Pub brand.

As you step inside, guests will be welcomed into bright, spacious seating areas, creating an inviting first impression and the perfect place to relax. With three large TVs positioned for optimal viewing, this will be a go to destination for live sport, all effortlessly served from a central bar at the heart of the pub. The experience continues downstairs into a dedicated games zone, designed to drive atmosphere and dwell time. This space will feature a pool table, four darts boards with stylish feature surrounds, and three additional TVs, making it a lively hub for friendly competition, group visits, and social occasions. Outside, the pub will truly come into its own. The garden is a standout asset and will be transformed into a fantastic, all-season social space. Enhancements include an extended pergola area, a new paved seating zone with wooden benches and beach hut-style booths, and a refreshed family-friendly play area with new AstroTurf. The entire space will be brought to life with festoon lighting and outdoor heaters, creating a warm, welcoming atmosphere from day through to night. Overall, the transformation will deliver a dynamic, multi zoned pub that caters to sport lovers, families, and the local community, making the Rose & Crown a standout destination in

TRADING STYLE

The Rose & Crown currently operates as a traditional, wet led community local, serving as a familiar meeting point for regulars within the surrounding residential area. Trade is largely driven by loyal, repeat customers, with a focus on drinks, casual socialising, and pub games. Following refurbishment, the Rose & Crown will evolve into a vibrant, multi zoned Proper Pub with a strong focus on sport, games, and community driven occasions. The pub will shift towards a more occasion based trading style, encouraging visits across the full week, from live sport and games nights to casual daytime trade and weekend social gatherings. Importantly, the enhanced outdoor space will unlock opportunities to host larger scale events and seasonal activities, such as festivals, summer parties, and bonfire night celebrations, helping to drive footfall, extend dwell time, and firmly position the pub at the heart of the local community calendar. With an enhanced look and feel, improved comfort, and a stronger identity, the Rose & Crown will appeal to a wider demographic, including groups, younger adults, and families, while still retaining its core local following.

ACCOMMODATION

Private Accommodation

The private accommodation is accessed via the pub and consists of three bedrooms, lounge, office, kitchen and bathroom.



3+ Private
Bedrooms



Beer Garden



Car Park



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover (Net): £387,000

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, public liability 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

Derick Cooper, Business Development Manager, is looking for an experienced, ambitious, and dynamic operator, with the skills to effectively market events and maximise the pub's potential, to lead the growth and development of this exceptional venue. This is a chance to deliver an occasion-led, community-focused offer, attracting families, sports fans, groups, and long-standing locals alike, while unlocking additional commercial opportunities through well-promoted events and seasonal activities. The vision is to create a dynamic, profitable, and inclusive Proper Pub that combines modern comfort with local charm, establishing the Rose & Crown as a must-visit destination in the heart of Westhoughton.



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