

FRONT ELEVATION



ROUND OF BEEF, HALESOWEN

B63 2DB

**AGREEMENT TYPE:
OPERATOR MANAGED**

**YOUR INVESTMENT:
£2,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Welcoming the Round of Beef to our Proper Pubs estate. The Round of Beef is a prominent double-fronted detached pub situated on the outskirts of Halesowen. We are investing £365,000 to transform both the internal and external look and feel of this much loved community pub, creating a fresh, modern pub whilst retaining its traditional character. Occupying a highly visible position on a busy main road, the investment will significantly enhance the pub's kerbside appeal, helping it stand out as a true community pub within the local area. Surrounded by local amenities and nestled within a densely populated residential catchment, The Round of Beef has long been recognised as an important part of the community. Halesowen is a market town in the West Midlands, located just a few miles from Dudley and Birmingham. With a strong sense of community, excellent transport links and a population of over 55,000, the area offers a mix of established residential neighbourhoods, local businesses, schools and sports clubs.

Pub Layout

The refurbishment has been designed to create a modern community pub with flexible trading spaces that appeal to a broad customer base. Customers will enter into a open-plan trading area centred around the central bar, creating an inviting atmosphere whether visiting for a quiet drink, live sport or enjoying the entertainment. A mix of loose and fixed seating provides comfortable drinking areas while the layout allows the operator to host everything from quizzes and bingo to live music and karaoke. There will be numerous TV to ensure excellent viewing throughout the pub, making the most of the full Sky Sports package and ensuring major sporting events become key trading occasions. Externally, the investment will include the beer garden and patio seating providing valuable additional covers, creating the perfect space for summer trading, community events and family occasions. The flexible design ensures the pub can trade successfully throughout the day, with distinct areas that cater for regulars, sports fans and local community groups alike.

TRADING STYLE

The Round of Beef is already a well-supported community local, and following our significant investment it will become the go to pub in the area. The pub is currently trading under the existing licensees and will close in early August to undergo its exciting transformation. The new operator will need fresh ideas to drive footfall and create reasons for customers to visit throughout the week. A varied and engaging entertainment programme will be key to the pub's ongoing success, with regular live music, DJs and karaoke sessions complemented by popular community favourites such as quiz nights and bingo. Live sport will be a cornerstone of the offer, with a full Sky Sports package provided. The successful operator will understand how to maximise every major sporting occasion, creating an exciting match-day atmosphere across football, rugby, boxing, darts, horse racing and other pay-per-view events. They will also recognise the importance of extending the customer experience beyond kick-off and the final whistle, to encourage customers to stay longer and increase spend. At Proper Pubs, community sits at the heart of everything we do, and The Round of Beef should be no exception. The successful operator will be passionate about supporting local charities, sports teams and community groups, developing strong local partnerships and hosting fundraising events that establish the pub as a true hub for the community.

ACCOMMODATION

Private Accommodation

The private accommodation consists of: three bedrooms, kitchen, sitting room, office and bathroom all of which will also benefit from investment.



3+ Private
Bedrooms



Beer Garden



Car Park



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

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.
- **7 Steps to Sales Success Training Programme.** Held online over two days, 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

Nicky Bellingham the Business Development Manager is seeking an experienced operator to build on The Round of Beef's strong community reputation and maximise the benefits of our £365,000 investment. The successful operator will deliver a vibrant rhythm of the week, with live entertainment, quizzes, bingo and a first-class sports offer at the heart of the business. They will be passionate about engaging with the local community, supporting charities and creating a welcoming environment for all. With high retail standards, strong leadership and a hands-on approach, the operator will establish The Round of Beef as the go-to community pub in Halesowen, driving repeat visits and long-term sustainable growth.



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