



SALISBURY ARMS, SOUTHAMPTON

SHIRLEY, SO16 4EZ

**AGREEMENT TYPE:
OPERATOR MANAGED**

**YOUR INVESTMENT:
£2,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Salisbury Arms occupies a prominent position on Shirley High Street, at the heart of a well-established residential community. Surrounded by local shops, everyday amenities and strong public transport links, the pub benefits from regular footfall and easy access for both local residents and visitors from the wider Southampton area.

Pub Layout

The Salisbury Arms centres around a large bar that creates a natural hub for the pub, with easy access from every area. The open layout encourages a welcoming and inclusive atmosphere, allowing guests to feel connected wherever they choose to sit. A dedicated darts area, comfortable seating, multiple viewing screens and a courtyard garden provide spaces for people to come together, socialise and enjoy a traditional community pub experience. The venue retains the feel of a classic local, offering a warm and familiar environment for both regulars and new visitors.

TRADING STYLE

The Salisbury Arms is a traditional, wet-led community pub with a strong reputation for entertainment, racing and serving its loyal customer base. With the flexibility to open from 9am, the pub is well positioned to become part of customers' daily routines, providing a welcoming environment for the local community to come together from morning through to evening. Looking ahead, the greatest opportunity lies in strengthening its role as the social hub of Shirley. By building on its community credentials through regular events, charity fundraising initiatives and stronger partnerships with local clubs, societies and community groups, the pub can further embed itself at the heart of local life. There is also significant potential to grow participation in traditional pub activities, with a renewed focus on darts, crib and other pub games helping to attract new customers, encourage repeat visits and create a stronger sense of belonging among existing regulars. By combining great value, entertainment and genuine community engagement, The Salisbury Arms can continue to develop as a pub where local people feel connected, welcomed and proud to call their own.

ACCOMODATION

Private Accommodation

The private accommodation benefits from having a separate entrance and consists of: Three bedrooms, sitting room, kitchen and bathroom.



**3+ Private
Bedrooms**



Beer Garden



Live Music



Sports Teams

FINANCIAL

Security deposit: £500 – bond build up to £2,000

Estimated Annual Turnover £364,000 (Net)

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

Terrie Spratt is looking for a bold, energetic and charismatic operator, someone who thrives in a fast paced environment and knows how to put on a show. You should have a love for live entertainment a keen eye on how to deliver the racing, and the creativity to deliver a packed calendar of engaging events. You will need to be confident in leading and building a great team, setting high standards, create a pub that is always clean, safe, welcoming and full of atmosphere always, above all you must be obsessed about community and all the great things you can expect which comes with being part of that.



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