



TAME & ANKER, TAMWORTH

B77 4JA

**AGREEMENT TYPE:
OPERATOR MANAGED**

**YOUR INVESTMENT:
£2,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Formally Known as the Blacksmiths Arms we are excited to introduce the Tame & Anker, named after the two rivers that converge right in the heart of the town beneath the historic Tamworth castle. We will be spending £350,000 on both an internal and external investment making this the go to community pub in the area. Situated in the heart of Wilnecote, one of Tamworth's largest residential communities, the Tame & Anker occupies a prominent position on Ellerbeck, surrounded by family homes and a busy parade of local amenities. The pub enjoys a loyal local catchment while benefiting from excellent transport links, easy access to Tamworth town centre and nearby attractions including Tamworth Castle, the SnowDome and Drayton Manor and Tamworth town centre being around two miles away.

Pub Layout

The refurbishment embraces a contemporary interpretation of the traditional community pub. Rich timber finishes, deep green tones, botanical wallpapers, brass accents and comfortable furniture combine to create a warm and inviting environment. A dedicated sports area will provide the home of live sport, complete with a pool table, two darts boards and multiple TV screens. At the heart of the pub is a centrally positioned feature bar, creating a welcoming focal point that is visible throughout the trading space. there will be a balance of loose and fixed seating with both carpeted and wooden floor. The external investment creates two distinct outdoor areas. Immediately outside the pub, a new hard-landscaped terrace provides additional seating for customers to enjoy throughout the year. Beyond this, a spacious beer garden with picnic benches a great space for socialising, live entertainment and community events.

TRADING STYLE

The Tame & Anker will be a true community pub, offering the local community a great place to enjoy sports and entertainment. Trading will be centred around a well rounded drinks range, strong value positioning, and a consistent weekly rhythm designed to drive footfall and build sustainable trade. A structured events programme will be a key trading driver, with regular entertainment including live sport, bingo, karaoke, quizzes and community-led fundraising events. A consistent and well planned programme of events will be essential, providing customers with regular reasons to visit throughout the week. The introduction of pool and darts facilities will be warmly welcomed by local customers, while rebuilding sports teams and leagues will help strengthen the pubs position. Live sport will be a major feature of the business, with a full Sky Sports package available. The successful operator should maximise this opportunity that extends beyond simply screening matches. Pre-match build-up, post-match events are a must to keep everyone engaged. The newly enhanced outdoor trading area will provide further opportunities to drive sales and community engagement. With improved seating, covered areas, the space will be perfectly suited for community events, family fun days and charity fundraisers Unlocking the full potential of this area will be key.

ACCOMODATION

Private Accommodation

The private accommodation consists of two bedrooms, kitchen, sitting room, office and bathroom all of which will be invested in



Beer Garden



Car Park



Function Room



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.

BDM VISION

Nicky Bellingham the Business Development Manager requires an experienced, hands-on operator who understands the needs of the local community and is passionate about delivering a first-class community pub. You will need to build strong relationships with customers, local groups and sports teams, creating a welcoming atmosphere supported by a consistent programme of events and entertainment. By embracing the Proper Pubs ethos and leading from the front, the successful operator will establish the Tame & Anker as the go-to local, driving sustainable growth and long-term success of the pub.



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