admiral
TAVERNS



FORD GREEN, STOKE ON TRENT

NORTON, ST6 8LS

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£8,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Ford Green, Norton is in the Northeast of Stoke on Trent. The Ford Green is an estate-type pub located on the main road and is set in a residential area surrounded by a combination of terraced and semi-detached housing all in easy walking distance of the pub. The pub has a number of bus routes nearby and the closest train station is Longport around 2.5 miles away. There are a number of local amenities including supermarkets close by, there is also Whitfield Valley Nature Reserve which attracts walkers just under a mile away.

Pub Layout

The pub trades as an open one room operation. As you enter the pub, you find yourself in the bar with a pool table located to the right and a well-stocked bar servery to the left. Throughout the bar is a mixture of fixed, loose, and vertical seating surrounded by three large TV's showing live sports, a juke box and three games machines. The toilets are accessed via the bar. Externally there is an enclosed drinking area to the front and car park to the side and rear of the property.

With a proactive and enthusiastic tenant we have potential opportunity to invest in a refurbishment in the future.

TRADING STYLE

The Ford Green is a community pub in a densely populated suburb of Stoke. The pub is popular for games and sports teams and presents a great opportunity for the future licensee to become part of the community. The pub is trading well and provides a strong base however the new licensee should focus on building on this by encouraging new customers to use the pub through entertainment, sports teams and events which will boost the overall profitability for this pub. An opportunity to introduce a back bar food offering and cater for specific events will help to make the pub the heart of the community. The outside drinking area is also another way to enhance trade, particularly during the summer months as locals like to enjoy the sunshine whilst socialising with friends and family. Significant income via three gaming machines.

ACCOMODATION

Private Accommodation

The accommodation is accessed via the pub, behind the bar. Split over two floors, on the first floor is the kitchen and lounge with the three bedrooms and bathroom located on the second floor.

3+ Private Bedrooms | Beer Garden | Car Park | Live Music | Sports Teams

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FINANCIAL

Weekly Rent: £288.46
Estimated Annual Turnover*: TBC
Initial start up rent – £7500 equating to £150 per week (net) terms to be discussed with BDM
Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater
Working Capital: £1,000
Stock: £2,000
Business Rates: £Nil. Based on the draft rating list for April 2026, the Nil Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes.
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.

BDM VISION

The ideal licensee will be able to demonstrate the drive and passion to ensure the pub remains at the heart of this community. They'll need to ensure there's an excellent entertainment programme in place along with good quality beers and ales with a focus on recruiting local darts and pool teams. A back bar food offering would enhance overall offer and drive footfall. A strong marketing plan would be essential to ensure it is the go-to pub every day of the week.


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