



VICTORIA ARMS, WOKINGHAM WOKINGHAM, RG40 2EH

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£17,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

This terraced, double-fronted pub occupies a secondary high-street position on a main route into Wokingham from the Crowthorne area. A small frontage provides space for three external benches, creating an inviting street presence. The property is within walking distance of Wokingham town centre and benefits from a good mix of local demographics, including residents from Wokingham and surrounding areas, making it well suited to a community-led pub operation.

Pub Layout

The main entrance leads directly into an inviting bar area, thoughtfully divided by a striking back-to-back fireplace and feature chimney breast that forms a natural focal point within the space. To the left, a comfortable seating area is arranged around three large TV screens, making it ideal for social drinking and watching live sport. To the right, a further seating area features an additional TV screen, a mix of standard and high-level seating, and a relaxed, sociable feel. The bar servery sits at the heart of the room, with a small snug area positioned to the right-hand side, offering a more intimate space for smaller groups or quieter occasions. Convenient access to the ladies' and gents' toilet facilities is located to the right of the bar and is well placed for ease of customer use. With its well-defined zones, character features, and flexible seating arrangements, the bar area successfully caters for a variety of customer occasions, from lively sports viewing to more relaxed social gatherings, while retaining a warm and welcoming atmosphere throughout

TRADING STYLE

The pub trades to a strong mix of local residents and loyal regulars and has built a reputation as a welcoming, community-focused venue with a lively but relaxed atmosphere. Sports viewing is a key part of the offer, supported by five TV screens that allow multiple fixtures to be shown simultaneously, making it a popular destination for matchdays and major sporting events. Regular entertainment nights are well received and contribute to consistent midweek trade, with open mic evenings, small-scale live music, and quiz nights all proving popular with customers. These events help create a vibrant social calendar and encourage repeat visits from a broad customer base. While food is not currently offered, there is clear scope to introduce a simple "back bar" style food operation, with a gas kitchen conveniently located close to the bar. This presents an excellent opportunity to enhance dwell time, drive incremental spend, and broaden the pub's appeal, particularly during evenings and sporting events.

ACCOMODATION

Private Accommodation

The private accommodation consists of 3 bedrooms, lounge, kitchen & bathroom



3+ Private
Bedrooms



Cask Ale



Kitchen



Live Music



Open Fire



Sports Teams

FINANCIAL

Annual Rent: £23,500

Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £8,000

Stock: £4,000

Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.

Zero Business Rates* 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. Please note, this only applies to pubs marked with an Asterix *

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

This presents an exciting opportunity for an experienced licensee or hands-on couple looking to build a successful, community-focused business. The ideal licensee will be keen to become an active part of the local community and will benefit from having strong local knowledge of the Victoria and Wokingham areas, helping to engage residents, regulars, and new customers alike. There is clear scope to evolve the offer and trading style through low-cost, high-impact changes, particularly by refining the rhythm of the week, strengthening the entertainment programme, and refreshing events and promotions. These opportunities allow the business to be developed without the need for significant capital investment. While the business is currently wet-led, there is potential to introduce a small, carefully considered food offering initially, allowing the operation to grow organically as demand builds. With the right energy, local engagement, and marketing focus, this pub offers strong potential to strengthen its position at the heart of the community and continue to grow as a vibrant and well-loved local destination.



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