



WHITE SWAN, HUDDERSFIELD

HD1 1QH

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The White Swan is a town centre sports and community pub in the heart of Huddersfield. We have an approved scheme for external decoration incorporating the Huddersfield Town colours and this work will be completed by the end of March 2026. The pub is ideally located just a five minute walk from the train and bus stations, it also benefits from excellent road links to the M62 and M1. Positioned close to the main shopping district and high street, it sits at the centre of a bustling commercial hub that includes independent retailers, national brands, and the nearby University of Huddersfield campus. The pub enjoys a diverse and loyal customer base, serving as a daytime local for the community, a popular match day spot for Huddersfield Town supporters, a social venue for the University rugby team, and a weekend destination for entertainment and events.

Pub Layout

The pub is set across two spacious floors, the ground floor offers a classic sports bar feel with a centrally positioned bar, darts, pool, AWP, and a flexible space that doubles as a dance floor for evening entertainment. The bar offers a varied and well balanced product range, showcasing category leading brands alongside regular weekly promotions, delivering exceptional value for money. Multiple screens ensure great visibility for live sport, while the layout supports both casual drinking and games. The pub is bright and light and has both fixed and loose seating so groups can gather for drinks while enjoy the entertainment and watch the live sports. Upstairs, a large landing and open mezzanine style second floor provide additional trading space with a second bar, further darts boards, and a dropdown projector screen ideal for big-match atmospheres, private functions, or student society events. The interior footprint is considerably larger than it first appears, giving an incoming operator plenty of scope to tailor trading styles across both floors.

TRADING STYLE

The White Swan currently trades as a destination venue for sports viewing, Huddersfield Town home matches, and weekend entertainment featuring DJs and karaoke. The pub has both pool and darts teams and proudly sponsors the University of Huddersfield Rugby Team, who use the venue as their weekly meeting point every Wednesday evening. There remains significant scope to grow sales further by adding additional teams and mid week quiz nights. The spacious second floor trading area, complete with its own bar, is presently underutilised and represents a clear opportunity for private hire, student society events, darts competitions and enhanced match day viewing. Expanding the sports offer beyond football would allow the pub to take full advantage of the multiple screens and projector, broadening the appeal for Sky Sports customers throughout the week and across multiple sporting calendars. Weekend evenings continue to be a prime socialising period, with the existing blend of live music and DJs proving successful, the pub trades till 2am at the weekend and a new operator would want to maximise on this. Building on this momentum with a more consistent and creative midweek programme would encourage repeat visits from locals and students alike. There is also untapped scope for charity, fundraising and wider community partnerships, helping to reinforce the pub's reputation with in the community

ACCOMMODATION

Private Accommodation

The private accommodation is located on the upper floor and offers three bedrooms, an office, a generous living room, a separate kitchen with space for dining, and both a bathroom and WC. It can be accessed internally via the main pub entrance and stairs, or externally from the rear courtyard shared with neighbouring retail units. There is space for one car to park in the courtyard, although this is shared with the adjoining café during daytime hours.



3+ Private
Bedrooms



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 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.

- **7 Steps to Sales Success Training Programme.** 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

Michelle Ryan, the Business Development Manager, is seeking an experienced operator (or operator couple) with strong sports credentials and a clear understanding of how to run a successful town centre supporters' pub. The ideal candidate will know how to maximise match-day trade, build darts and pool teams, and deliver a compelling sports viewing offer throughout the week. A proactive commercial mindset will be key to unlocking further growth, particularly through midweek programming, events and private hire. This is also a community pub, so a proven track record of charity and local engagement is highly desirable. The successful operator will combine commercial acumen with the ability to connect with the Huddersfield community and create new opportunities for the venue.



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