

admiral  
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# Coach & Horses, Hexham Investment Plan

LEASED AND TENANTED  
PUB COMPANY  
OF THE YEAR

thePublican  
Awards 2019

# Why choose Admiral

We are the UK's leading community pub group operating a national estate with over 1,000 pubs.



We support you every step of the way



We are extremely proud of the reputation we have in the industry,  
a reputation for building the best working relationships with our licensees



Admiral has recently, for the 7<sup>th</sup> consecutive year achieved the highest rating of any national pub company in the annual independent survey of licensees



Crowned 'Best Leased and Tenanted Pub Company' in 2013, 2016 and 2019

We believe we take a unique approach in the tenanted pub sector. Our business has been built on developing strong working partnerships with our licensees.

# Coach & Horses, Hexham

## The area

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The Coach and Horses has been an established pub in the Priestpottle area of Hexham. Hexham is home to a high level of aspirational commuters who reside here owing to easy access to the City of Newcastle. Additionally, the town is popular during the summer with walkers, cyclists and tourists all looking for a town centre base for their activities in the beautiful Northumberland countryside.

This is a great opportunity in a sought-after area for an entrepreneur or multiple licensee to take over this excellent pub and develop a bar, restaurant and hotel business of real sustainability in one of Northumberland's largest towns.

### Our Commitment

We will make a transformational capital investment at the Coach & Horses and are therefore looking for a dynamic licensee who can demonstrate all the skills needed to operate a multi-functional business. We need this person to have enthusiasm and personality and demonstrate a clear vision that will ultimately give the licensee a fantastic business with great profit margins.

### Could you be the next licensee?

We expect the new licensee to have input into the design, colour scheme, fabrics, layout and features.

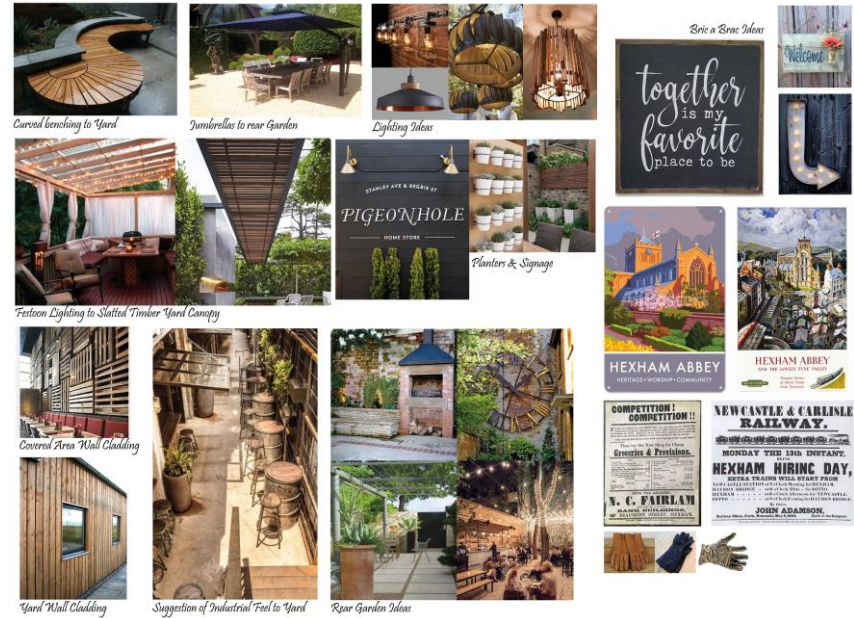
Experience of running similar establishments is desirable. Whether it is a career in a managed house environment but now want to be free to make your own decisions and deliver your own offer. Or perhaps you are an established multiple looking to enhance your business portfolio. Regardless of background most critically you need to be passionate about first class customer service and understand the importance of experiential and social media driven marketing and retail delivery. This is a fantastic opportunity to work with Admiral Taverns and lead this venue into a new and exciting future into 2020.

All In all, this is a rare to market opportunity. The pub is in an affluent area as highlighted by the presence of top high street names such as Waitrose, M&S and Majestic. This pub ticks all the boxes!

FOR MORE INFORMATION, PLEASE CALL 01244 321 171 OR EMAIL  
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# Coach & Horses

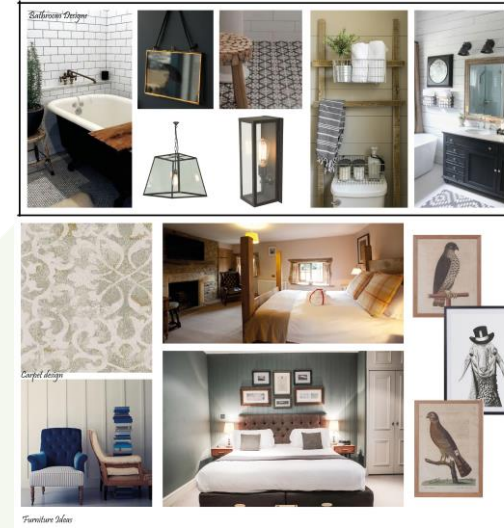
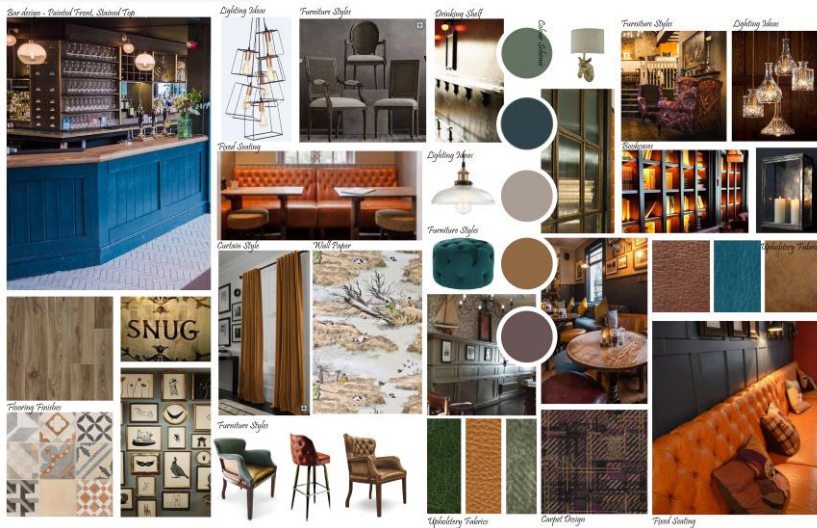
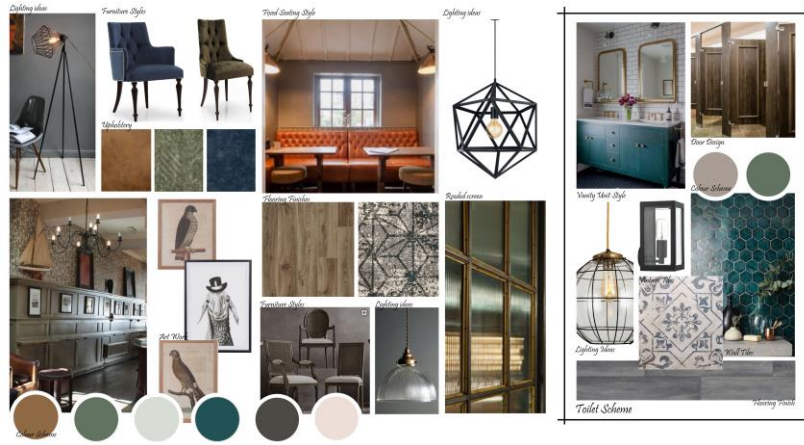
## External refurbishment





# Coach & Horses

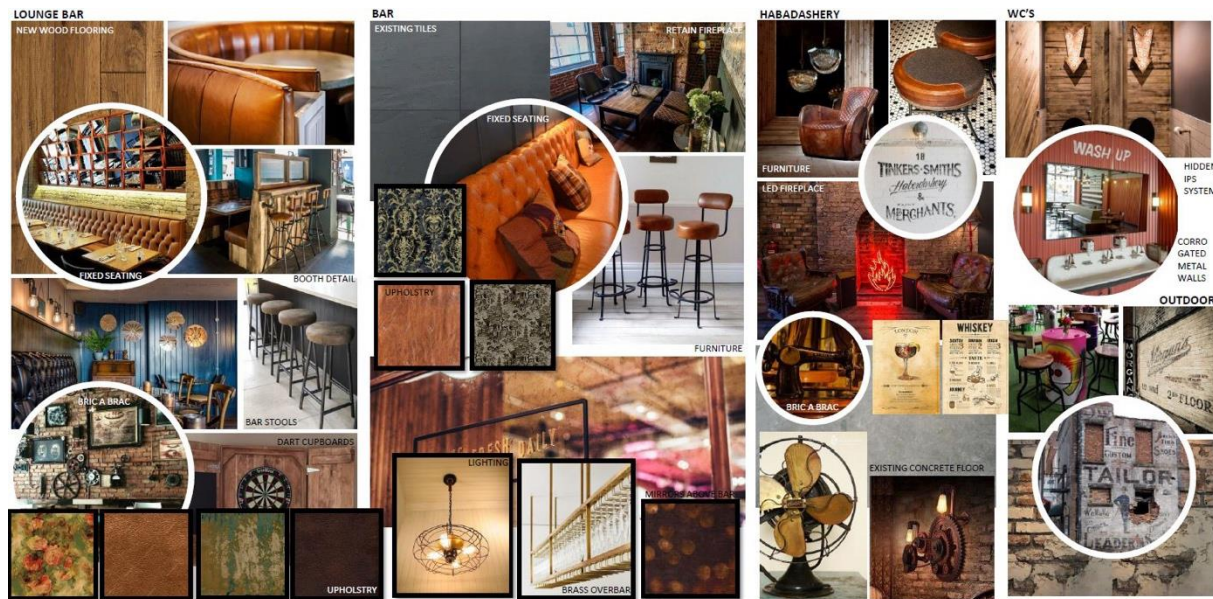
## Internal refurbishment



# Coach & Horses

## Our vision

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We have decided that the business is ready for major investment, this will give both the licensee and the customers an outlet to be proud of and somewhere that the local community can feel safe and enjoy the comfort of this well-known pub.

### Pub Attributes

There is scope for at least five letting bedrooms, possibly up to 10 with a conversion of the current living accommodation. Letting rooms are at a premium in Hexham with the nearby Hotel / B&B establishments achieving almost 100% occupancy throughout the March – September months when visitor numbers are high.

The pub will offer breakfast for its guests and this will be served in a new coffee shop / restaurant facility located on the ground floor. This will be open plan with a menu that serves, lunches, snacks and evening meals as well as being a meeting place for consumers to enjoy in premium surroundings. Additionally, this arm of the business can also secure a large portion of the Sunday Lunch market in the Hexham area.

The pub will serve a great range of Real Ale, Craft Beer and showcase a superb range of modern wines, spirits and minerals. Inexpensive product will remain the preserve of many competitors in Hexham with the Coach and Horses focusing on the customer searching for a great quality pub experience. Drivers here will be a critically on-point range, acoustic live music and quiz nights.

The premium experience will spread into the pub's most appealing and unique asset. The pub benefits from a yard and beer garden that with a green-fingered approach will prove a real attraction for people when in the area. This space can easily accommodate 50/60 consumers and once invested in will be the show piece and main attraction of the pub.

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# **Coach & Horses**

## **Proposed investment**

### **External works**

- New signage and a repaint of the external building with new lighting to re-position the pub and retail offer in Hexham town centre

### **Ground Floor**

- Full internal decoration with new lighting to create a warm and welcoming environment for customers
- Refurbishment of the bar and back bar fittings
- Upgrade kitchen equipment
- New seating throughout including booths
- Full refurbishment of both ladies and gents toilets with new lighting

### **Letting Accommodation**

- Five letting rooms with full re-decoration with en-suite bathrooms and new furnishings.

### **Private Accommodation**

- Re-decoration throughout with new carpeting



# Coach & Horses

## Internal Floor Plans

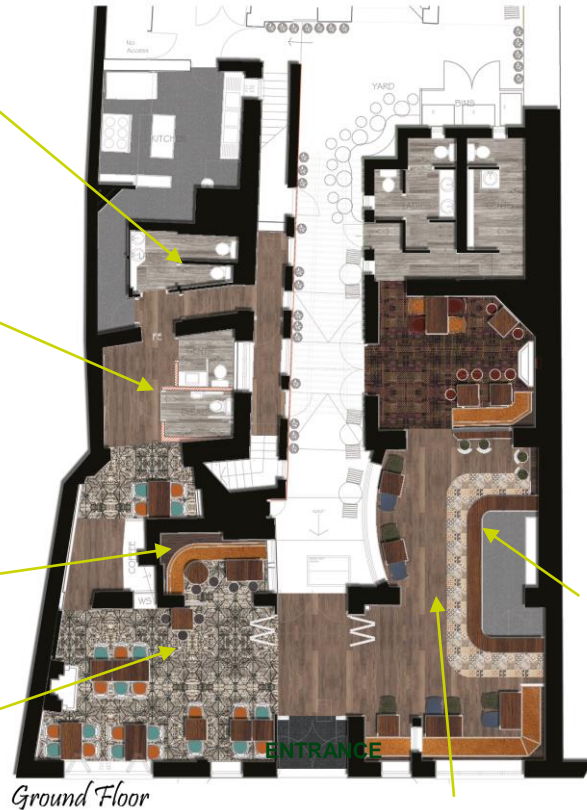
GROUND FLOOR

Re-decoration  
of both ladies  
and gents  
toilets

Internal re-  
decoration to  
create a coffee  
shop / restaurant

Replace existing  
bar with a newer  
and more  
presentable  
servery

Replace all  
furniture  
throughout

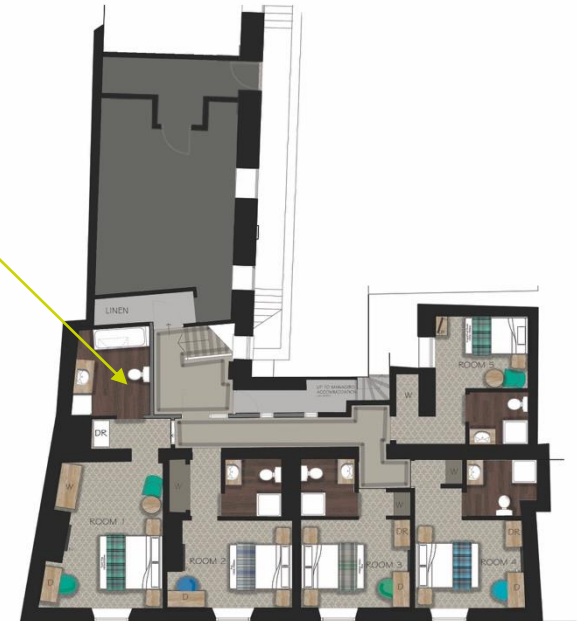


Sand and re-stain  
existing flooring

Re-decorate  
existing bar

FIRST FLOOR

Fully re-decorate all  
five letting rooms  
with new en-suite  
bathrooms and  
furnishings



FIRST FLOOR



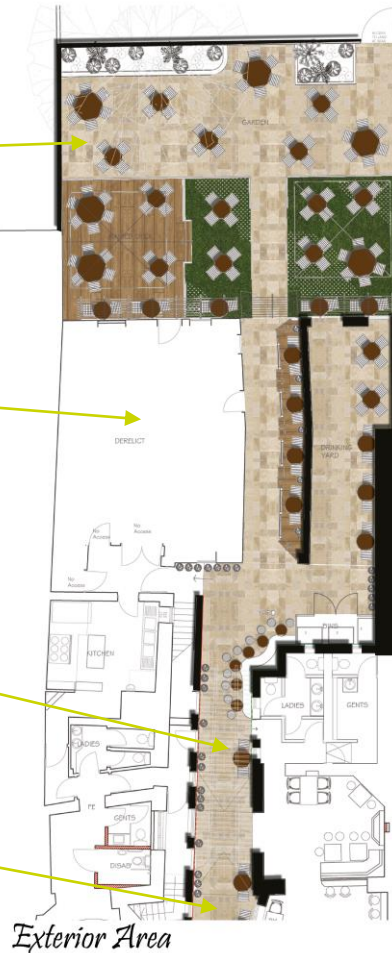
# Coach & Horses Garden

Enclosed drinking area to provide additional seating with outdoor heating and lights

Outbuilding to potentially create further letting rooms

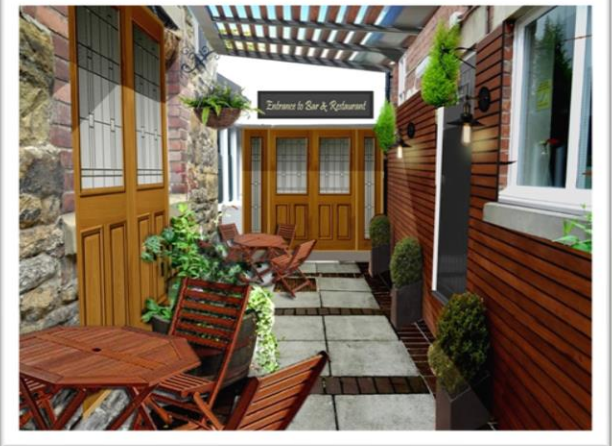
Paved courtyard with external lighting for ambiance

Access through to the beer garden from the main street



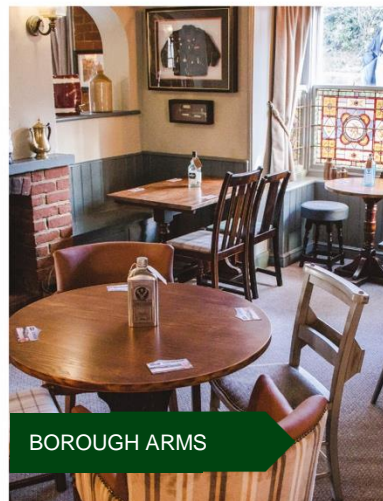
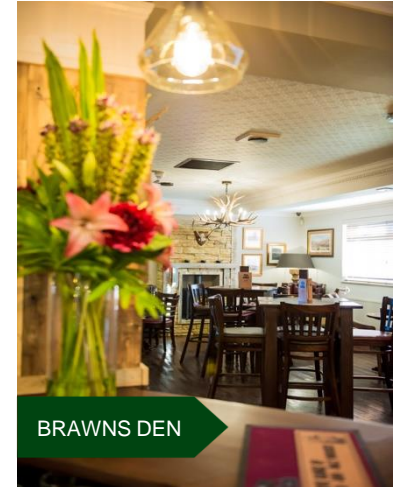
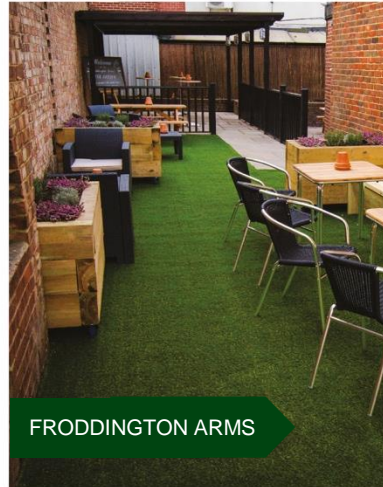
ENTRANCE

Proposed design for  
paved courtyard



# Recent Investments

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