



BLACK HORSE, ATHERSTONE ATHERSTONE, CV9 1AE

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£9,500

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Black Horse is situated at the top end of Long Street which is the main retail and hospitality street in Atherstone town centre. Atherstone is a market town in north Warwickshire close to the boarder with Leicestershire lying between the nearby towns of Tamworth and Hinkley. The local population is a little over 11,000 people all within a short distance of the town centre. The Black Horse is an existing opportunity for a new licensee to build on an already well-established local drinks offer and destination food offer. The pub has had a good food and cask ale reputation and has done so for many years.

Pub Layout

The pub has two main trading rooms of a similar size, a traditional bar, and a dining room. The pub's main entrance leads off the main street into a lobby with access to the bar through to the dining area. There is also another entrance from the car park straight into the dining area if guests prefer. The bar has solid wooden furniture, with a mixture of benched and loose seating ideal for socialising, alongside a darts run with the bar lending itself to vertical drinking and looking out over the front of the pub. Both trading rooms are served by a central bar ideal for keeping staffing levels low as both bars can be served simultaneously. The dining area has softer furnishings both fixed and loose along with the servery and access to the courtyard and rear garden. A large well-appointed catering kitchen is adjacent to the main dining area. To the rear of the pub is a fantastic roofed courtyard ideal for both eating drinking and small functions. This leads out through a small walled garden to a marquee that is currently used by our licensees for functions throughout the year.

TRADING STYLE

The pub at present trades to the local community with most customers walking to the pub to drink in the bar throughout the day. Its central location gives it the opportunity to trade to the long standing regulars in the daytime along with local shoppers looking to eat and people working locally. In the early doors and evenings cask ale lovers and destination diners are targeted as the pub is ideally located slightly further up the main street from the noisier wet led pubs. The draught drinks offer is varied and targeted at its current customers. Sports teams for darts and pool are popular and a weekly karaoke held on a Friday night. The early doors trade is often bolstered by local trades people calling on the way home from work. The key to the pub's success is its food offer for both casual dining and functions.

ACCOMMODATION

Private Accommodation

This consists of two bedrooms a family bathroom, sitting room and kitchen.

FINANCIAL

Annual Rent: £25,000 – (Starting rent of £125 (net) per week available)

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

Working Capital: £2,500

Stock: £2,000

Business Rates: £Nil. Based on the April 2023 rating list, the Zero 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



Community
Local



Food
Preparation
Area



Open Fire



Cask Ale



Function Room



Live Music



Kitchen



Car Park

BDM VISION

Admiral Taverns are looking for a licensee who can build upon the strong foundations already established at the Black Horse. The pub needs to expand its function trade, whilst the existing loyal customers should be retained and well looked after. There is an opportunity to add additional teams and a rhythm of the week to include a quiz, at the weekends and monthly larger events in the marquee. A good targeted food offer which Admiral can support could be really well received attracting especially new customers and families. The pub should become the focal point of the town and retail its community focus.

