



BLUE BALL, NEWBURY

NEWBURY, RG17 9TJ

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£15,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Blue Ball is a recently refurbished village pub nestled in the historic and picturesque village of Kintbury, which has been recognized as one of the 20 most desirable villages to live in across the UK. Situated along the stunning Kennet and Avon Canal, the village is located in an area of outstanding natural beauty, offering serene and scenic surroundings. Kintbury is a quintessential English village, complete with key amenities such as a parish church, primary school, post office, corner shop, and a local butcher. Kintbury railway station is conveniently located just a short walk from the pub, providing easy connections to Reading city centre and beyond, making The Blue Ball a charming and accessible destination for both locals and visitors alike.

Pub Layout

The Blue Ball ticks a lot of boxes and exudes charm, blending modern comforts with rustic features such as a traditional open fire, exposed brickwork, and original beams that give the pub a warm and inviting atmosphere. The pub benefits from clearly identified trading areas, the well-stocked bar serves both the snug and bar areas, which together accommodate around 30 covers, as well as the restaurant, which offers seating for an additional 25 covers. For larger gatherings, there is a separate function room that can host approximately 40 guests, making it ideal for special events. Externally, the pub boasts a fantastic enclosed grassed area, perfect for community events. This outdoor space has been creatively transformed in the past, featuring a popular pizza oven that enhances the menu throughout the year, as well as a unique fully working external kitchen. The outside space here is the most ideal spot to host BBQ's, functions and events.. While the pub has a car park with eight spaces, additional on-street parking is permitted, making it accessible for both locals and visitors. The Blue Ball is an ideal blend of rustic charm and modern convenience.

TRADING STYLE

The Blue Ball has recently undergone significant investment and stands as a prime example of a destination food pub. With a well-stocked bar offering a premium selection of drinks, including a popular range of cask ales, the pub caters to both casual drinkers and those seeking a high-quality beverage experience. The commercial kitchen is well-equipped, enabling the pub to deliver excellent food, and it enjoys a strong reputation, not only among locals who frequent it year-round but also with visitors from surrounding villages who come for the dining experience. Currently, the trade is split 30/70 in favour of drinks, but there is considerable potential for growth on the food side of the business. With its charm, great location, and loyal customer base, The Blue Ball is well-positioned to expand its reputation as a top destination for both food and drink. The outdoor space, equipped with kitchen and pizza oven, makes the pub the ideal spot for al fresco dining and events. The pub is an ideal spot for families in warmer nights with its enclosed garden featuring a children's play area.

ACCOMMODATION

Private Accommodation

The private accommodation is located on the first floor of the pub and is in a very good condition. It comprises: Three bedrooms, bathroom, utility room (which would need some upgrading) and sitting room.



Community
Local



3+ Private
Bedrooms



Cask Ale



Function Room



Kitchen



Car Park



Beer Garden

FINANCIAL

Annual Rent: £31,000 – Starting Rent of £100pw
Security Deposit: £5,000 or the equivalent of three months’ rent, whichever is greater
Working Capital: £5,000
Stock: £5,000
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 Blue Ball offers significant potential to expand its food offering and solidify its reputation as a premier destination food pub. By focusing on a traditional menu crafted with locally sourced, high-quality ingredients, the pub can attract food enthusiasts from both the local community and surrounding areas. Introducing a lunchtime menu and organizing themed nights throughout the week would help maintain steady footfall during quieter periods, keeping the pub bustling even outside peak times. The pub’s strong reputation for its cask ale selection makes it a favourite among locals, so a licensee who is passionate about this aspect of the offering would integrate well into the community. By combining a robust food program with the pub’s renowned drink selection, The Blue Ball has the opportunity to thrive as both a dining and social hub.



Community Local



3+ Private Bedrooms



Cask Ale



Function Room



Kitchen



Car Park



Beer Garden