



BREWERY ARMS, SALTNEY

SALTNEY, CH4 8BJ

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Brewery Arms is a detached, prominently positioned property in the town of Saltney, home to a population of approximately 5,000 residents. Ideally located on the main thoroughfare connecting Chester to Broughton, Saltney benefits from strong footfall and passing trade. The area is well served by local amenities including shops, restaurants and a substantial amount of residential housing. Just a short distance away, the historic city of Chester offers a wealth of attractions, including its renowned Racecourse, charming architecture, and the scenic River Dee—making it a popular destination for tourists. Excellent transport links enhance the location further, with a convenient bus route running almost directly past the pub, providing easy access to Chester city centre. The Brewery Arms enjoys a broad customer base with a diverse age range, attracting both weekday regulars and a lively weekend crowd.

Pub Layout

Full Capex investment was completed in the summer of 2023 and the pub condition is holding up very well since the investment. The pub has been revitalised in every aspect of space ensuring it keeps its charm whilst seamlessly incorporating modern design elements including a courtyard beer garden. Internally it has various seating options including fixed seating and loose seating creating distinctive areas within the pub all serviced by a central bar. The pub is split into a traditional vault bar with games room area and a quieter lounge bar, with a more comfortable area to drink, socialise and watch sports. To the rear it has external seating space for shade and a courtyard beer garden for sun and shade and a covered sports viewing area externally too. It shows live sports TV throughout the week on 7 internal and two additional TV's in the beer garden. Known for its sports teams the pub has a designated area for darts with illuminated boards with currently 3 x darts teams, a pool table with 2 x league teams, 3 x dominoes teams and a local football team which plays out of the pub.

TRADING STYLE

The Brewery Arms is a true community pub that benefits from a good regular local drinking trade. The new operator will need to provide a sound base for sports teams and traditional bar games including football, pool, darts dominoes along with a vibrant and varied entertainment program at weekends. It goes without saying the new operator will put the community at the heart of everything that goes on and will strive to make the Brewery Arms the community hub in the local area. The Brewery Arms has delivered on investment this past two years and needs an experienced operator who can both command a sometimes challenging trading area, whilst delivering good customer service, a reason to visit and community focusses.

ACCOMMODATION

Private Accommodation

The private living quarters are well-maintained and include three bedrooms, a lounge, a kitchen, a bathroom with a separate WC and a small terraced flat roof area that serves as the only dedicated external private space. Access to the accommodation is via the pub itself. Parking is available directly outside the pub along the side, though these spaces are not reserved exclusively for the premises. Additionally, there is a free public car park located just behind the building.



Sports Driven



Community
Local



3+ Private
Bedrooms



Sports Teams



Beer Garden

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover (Net): £356,000

These figures are based on our Business Development Managers assessment of the trading potential of this pub and are intended for guidance purposes only.

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, public liability 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 two days, 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

The retail offer here is one that ultimately suits a traditional community focussed pub, our proposition is one of value first and foremost. Our core proposition is built around delivering great value, making it a welcoming and affordable hub for the locals. To thrive, the pub must continue to champion its strong heritage of pub sports, including pool, darts, dominoes and local football teams. Weekly and weekend trade should be driven by a lively mix of sports viewing and engaging live entertainment that brings the community together. Thanks to its prominent location and limited nearby competition, the Brewery Arms has the potential to become a vibrant go to destination particularly as a popular stop off point before customers head into Chester city centre for their weekend activities.

We are seeking experienced operator(s) with a proven track record in managing a community focused pub. The ideal applicant will bring enthusiasm, creativity and a proactive approach to promoting both sports and entertainment offerings. Growth will be fuelled by a genuine commitment to the local community, providing customers with compelling reasons to return time and again, underpinned by a safe and welcoming environment. While being local to Saltney is an advantage offering valuable insight and connections—it is not a strict requirement. However, a minimum of five years' experience running a community led pub is essential.



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