admiral
TAVERNS



CHEQUERFIELD HOTEL, PONTEFRACT

PONTEFRACT, WF8 2AY

- Strong established community local
- Fantastic function room
- Zero business rates*

YOUR INVESTMENT:
£11,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Chequerfield Hotel is located at the heart of a vibrant housing estate in Pontefract, West Yorkshire and is a central part of this thriving community. The pub sits in close proximity to local amenities such as shops, a community centre, and a variety of housing, ensuring a steady flow of foot traffic throughout the day. Pontefract, a historic market town, is known for its deep-rooted history, including being the home of famous brands like Haribo and Pontefract Cakes. It also hosts weekly events and a bustling market. With over 3,500 households within a half-mile radius, and a population of 8,699 within a 10-minute drive, The Chequerfield Hotel is ideally located to serve the local community. The surrounding area has a notable demographic with a significant proportion of residents aged 25-44 (over 2,000 people), followed by 1,000 people in the 45-54 age bracket and another 1,000 in the 55-60s range, making it an ideal venue for catering to a diverse group. With excellent transport links to the A1 and M62, The Chequerfield Hotel is easily accessible for both locals and visitors, ensuring continued popularity as a local social hub.

Pub Layout

The pub boasts two spacious open-plan areas, with one central bar serving both. The games room is thoughtfully segmented to create a comfortable space for daytime drinking and socialising, while also easily accommodating pool and team sports. A real fire adds to the ambiance, creating a warm and inviting atmosphere. The lounge is well-decorated, providing an ideal setting for meeting up with friends for quiz nights and live music. It also doubles as a versatile function room, hosting a variety of events such as birthdays, christenings, baby showers, and funerals. At the rear, the large beer garden features a children's play area and ample seating, making it perfect for summer garden parties and events like BBQs. To the front, a large shelter offers a comfortable space for smokers, providing protection from the cold and dark nights. Ample parking is available at the pub, with space on either side and at the front, easily accommodating up to twenty vehicles.

TRADING STYLE

The pub currently operates within the value wet-led segment, offering a focus on affordable drinks and socializing. Popular activities include quiz nights, as well as darts and pool teams, which continue to attract a steady crowd. Additionally, live entertainment featuring bands and artists plays a key role in drawing in customers, providing a lively atmosphere that keeps the pub buzzing.

ACCOMODATION

Private Accommodation
The private accommodation consists of 3 large bedrooms, office (which could be used as a 4th bedroom), living room, kitchen and bathroom, all in good condition.

FINANCIAL

Annual Rent: £13,000
Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater
Working Capital: £3,000
Stock: £3,000
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 categories in exchange for an annual fee.
For a breakdown on financial information, please refer to the 'Additional Info' tab.

Email: recruitment@admiraltaverns.co.uk
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BDM VISION

Admiral Taverns are seeking a dynamic and experienced licensee to create a welcoming, inclusive community hub. The ideal candidate will be passionate about delivering excellent customer service and putting customers first, fostering a warm and friendly atmosphere. They should be skilled at building relationships with local charities and community groups, using the pub as a space to champion local causes. This will require someone who can organise regular events such as league team games, darts, and pool tournaments. Additionally, they will introduce a weekly rhythm of activities including quizzes, live music, and other engaging events that will appeal to a wide audience. A strong understanding of marketing is essential, with a focus on using social media platforms to promote events and encourage socialising. By blending a community-first approach with lively events and a strong online presence, the licensee will make the pub an essential part of the local social scene, attracting both regulars and newcomers. This is an exciting opportunity to take ownership of a thriving pub, drive engagement, and contribute to the community.