



KINGS WAY, STOKE-ON-TRENT

STOKE, ST4 1JB

AGREEMENT TYPE:
LONG TERM AGREEMENT (5 YEAR TENANCY)

YOUR INVESTMENT:
£8,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Kings Way sits in the city of Stoke-on-Trent, in a prominent location adjacent to the Stoke town hall and Kings Hall. The site is a short walk away from Stoke train station with parking available at the Kings Way Carpark providing easy access in and out of the City. Centrally located with a short walk to the shops, boutiques and local transport hubs. The Britannia Stadium (Stoke City football ground) is not too far either with home match days bringing extra footfall to the pub, which thrives amongst the fans and atmosphere.

Pub Layout

The Kings Way boasts a beautifully decorated internal trading space which is divided into three distinct trading areas allowing the operator to provide suitable seating depending on what customers are looking for, whether that be relaxing for drinks with friends or enjoying a meal in a more secluded area of the bar. The focal point of the pub is a horseshoe-shaped bar allowing ease of service. The bar is very well appointed allowing for marketing of a wide range of both draught and top-shelf products. The restrooms are located upstairs as is the large function room which is ideal for hiring out for those special events and/or business meetings. There is a good-sized commercial kitchen (also upstairs) which is serviced by a dumb-waiter, which provides the tenant with the option to offer food. The pub has an outside drinking area at the front of the pub, providing relaxed drinking and allowing customers to watch the world go by.

TRADING STYLE

The Kings Way is a great pub. The nature of the city location means customers are in the area all day and night, whether that be office workers from the Town Hall, customers visiting the King's Hall, or Stoke City football fans who gravitate to this pub on match days. This is a real chameleon of a pub and offers a licensee the opportunity to drive trade throughout the day with different customers frequenting at different times. The function room offers lots of potential for local businesses as a meeting room for business meetings, alongside events such as social events, intimate weddings and wakes.

ACCOMMODATION

Private Accommodation

There is accommodation available for the tenant, with the private quarters being upstairs with 4/5 bedrooms and two rooms on either side of a corridor.

FINANCIAL

Annual Rent: £26,000

Security Deposit: Initial deposit of £3,000 building up to £5,000 or the equivalent of three months' rent, whichever is greater

Working Capital: £2,000

Stock: £3,000

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.



Sports Driven



Community
Local



3+ Private
Bedrooms



Cask Ale



Function Room



Live Music



Kitchen

BDM VISION

We are looking for a dynamic licensee/couple who has experience in this type of site. We envision the Kings Way will a hub for community engagement, centred around Stoke City FC with the pub being a vibrant space, hosting live screenings, fan meet-ups, and post-match celebrations. Beyond football, the licensee should provide evening entertainment, fostering local talent and creating memorable experiences. Through partnerships with local organizations, they should aim to promote wellness initiatives, sports events, and charity drives, enhancing community cohesion. Our vision is to create a welcoming haven where passion for sport thrives.



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