admiral
TAVERNS

Pool Dole, Stoke-on-Trent

POOL DOLE, STOKE-ON-TRENT

FENTON, ST4 2PA

- Excellent enclosed beer garden
- Large car park
- Separate lounge and bar trading areas

YOUR INVESTMENT:
£11,500

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

Description
The Pool Dole enjoys a prominent position at the heart of a thriving residential area in Fenton, one of the six historic towns that make up the county borough of Stoke-on-Trent. Surrounded by a dense population of chimney pots within a well-established housing estate, the pub benefits from strong footfall and a loyal local customer base. Ideally situated close to a range of local amenities and several schools, the property is perfectly placed to serve the surrounding community. Longton train station is located less than a mile away, while Stoke-on-Trent station—offering direct rail links to London and Manchester—is just over a mile from the pub, making the venue easily accessible to both local residents and visitors from further afield.
Pub Layout
Upon entering the Pool Dole you will immediately find the toilets located to the left, following on from this to the right is the function room which has its own separate bar and houses a pool table, darts area and games machines. There is a mixture of fixed and loose seating that can easily accommodate up to 50 people. Further to the left you'll find the Lounge, again with its own bar, mixture of booth & fixed seating for up to 60 covers. The Kitchen is accessed via the lounge. The substantial car park is located to the rear on the left and there is outdoor space with plenty of seating for drinks in the sunshine.
The property has been fully refurbished and is in great condition.

TRADING STYLE

The Pool Dole currently operates primarily as a wet-led community local, offering a warm and welcoming atmosphere for its eclectic mix of customers from the surrounding area. While there is a modest 'pub grub' style food offering in place, the business is predominantly driven by drinks trade and community engagement. There is significant untapped potential to grow and diversify revenue streams. A key opportunity lies in developing the food offering, which could attract a wider customer base and encourage longer dwell times. Additionally, the function room's existing facilities—including a pool table, darts area, and games machines—present an ideal platform to expand pub teams and local sports leagues, further embedding the venue within the community. With the foundations already in place and the premises in excellent refurbished condition, The Pool Dole represents a fantastic opportunity for an experienced operator to drive growth and maximise its commercial potential.

ACCOMODATION

Private Accommodation
Accessed via the pub, this consists of three bedrooms, living room, bathroom and kitchen. All recently re-decorated.

FINANCIAL

Annual Rent: £25,000
Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater
Working Capital: £3,500
Stock: £3,000
Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.
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.
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 Pool Dole is a community-led venue with a strong focus on entertainment, social events, and local engagement. The spacious lounge area is regularly used for events, functions, and gatherings, helping to position the pub as a vibrant local hub. Currently offering a classic 'pub grub' menu, there is a clear opportunity to enhance the food offering—particularly through the introduction of Sunday lunches, which could draw in families and increase daytime trade. The Pool Dole is well-placed to attract regular, all-day custom, supported by a lively evening programme that could include pub quizzes, pool and darts teams, and weekend live entertainment. The addition of Sky Sports and TNT Sports would further boost footfall, especially during key sporting events. With the right licensee, The Pool Dole has all the ingredients to thrive as a busy, welcoming community pub with a broad appeal and multiple revenue streams.