

Pheasant Inn

250 Wood End Road, Wednesfield, Wolverhampton, West Midlands, WV11 1YQ



PUB OVERVIEW

An exciting opportunity to bring this large community pub back to life.

The Pheasant occupies a prominent position within a residential area of Wednesfield. The site is situated on a busy main road and has a large car park, so benefits from regular use from local residents and passers by. The Pub has an open plan trading space, a very large garden with play equipment and a commercial kitchen, so the Pheasant has all the attributes required to develop a sustainable community pub. This has been a busy locals pub in the very recent past and investment in 2017 has left the business in great condition to rebuild the lost trade. A hands on, community focused operator could really prosper here, and Greene King will offer all the help and support needed to make this venture a success.

BUSINESS INFORMATION

Entry cost from:
£28,525

Annual rent:
£40,000 per annum

Agreement
Tenancy - Standard Tenancy

Forecasted Operator Machine Profit:
£25,452

Forecasted Operator Profit (including
machine profit):
£39,671

Forecasted Operator Turnover:
£472,106

Average Beer & Cider Discount*:
Blended £144
** dependent on sales mix*

Type of Tie:
Partial tie: Tied All Beer, All Cider & Minerals

FACILITIES



TRADE BAR



CAR PARK



PLAY AREA



PUB GARDEN



TRADE KITCHEN



TRADE PATIO

LOCATION

A large detached property on a main thoroughfare through the housing estate, the Pheasant is well placed to attract trade from the community. With a population of over 30,000 within a 1 mile radius, the Pheasant has a large surrounding community to attract regular custom

CURRENT PREMISES LICENCE OPENING HOURS

Sunday to Wednesday: 09:00-01:00 Thursday to Saturday: 09:00- 02:00

About the business

TRADE SPACE

Trading space is open plan with a central bar counter. The space is zoned into bar, lounge and games areas with easy access into the large and secure rear garden with childrens play equipment. There is ample parking to the front and a corner plot provides strong roadside presence.

TRADE SPACE	
Bars	1
Car park spaces	30
Child play areas	1
Food covers	25
Gardens	1
Trade kitchens	1
Patio areas	1

PRIVATE ACCOMMODATION

A large flat with private access comprises 3 double bedrooms, kitchen, bathroom and living space

PRIVATE SPACE	
Private Rooms	7
Lounge	1
Double bedrooms	3
Private Kitchen	1
Bathrooms	1
Office	1

FINANCIAL INFORMATION

Entry costs approx £28,525 which includes fixtures and fittings, stock, glassware, crockery, cutlery, fuel and cleaning materials, legal, brokers and stocktaking fees, training fees, schedule of condition, working capital and deposit (25% of head rent, minimum £6,000).

RENT INFORMATION

Annual rent	£40,000 per annum
Weekly rent	£769.23 per week fixed
Notes	£40,000 per annum, £769.23 per week fixed and subject to annual RPI increase, which is capped. Paid weekly by direct debit. Machine income free of tie.

Brokers	£750	Legal	£825
Deposit	£6,000	Stocktaking fees	£150
Fixtures & fittings	£15,000	Working capital	£5,000
Other costs	£800	Total entry cost	£28,525

ESTIMATING TURNOVER

You will need to estimate the turnover you expect to achieve from the pub, with regard to food and accommodation (if applicable). Barrelage figures are given to assist you with calculations.

Calculators to help you are available on the business planning section of our website.

TRADING VOLUMES

YEAR	BEER (BRLS)	WINE & SPIRITS (LTRS)	MINERALS (LTRS)
2018/19	291	-	5,132
2017/18	322	-	5,255
2016/17	366	-	5,405
Volume notes	Please note this site is currently free of tie for wines and spirits		



“We are looking for an experienced, local community focused licensee with great hospitality skills to bring this pub back to life. You will need to be familiar with driving footfall from TV sports viewing, pub entertainment and community activity. This pub has been a busy community house in the recent past and rewards will be there for the right licensee. If you have the skills we are looking for, please contact the recruitment team for more information”

Asa Charlton,

WHY CHOOSE US?

By choosing Greene King, you'll be joining one of the UK's most successful and respected leased and tenanted pub companies. With a heritage of running pubs and brewing beer that can be traced back over 200 years, at Greene King we're proud of our history and confident that, as the country's leading pub retailer and brewer, we can help make your pub the success it deserves to be.