



Investing in Partnership

Partner Recruitment
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SHIRE OAK

261 Lichfield Road, Walsall Wood, Walsall, WS9 9PB

Profit Potential **£48,903** per annum

Partnership Options **Foundation Tenancy**

Complete re-development of a high-profile pub, introducing a strong food offer.

This large pub occupies a commanding spot on the junction of the Chester and Lichfield Roads. It looks a little tired at present, but a planned investment will see the pub revamped with a contemporary look for the exterior that will attract the interest of passing motorists as a fantastic garden and patio will be created, as well as a reconfigured interior that will work better for patrons and staff. The pub enjoys an excellent reputation – televised sport draws crowds and the pub serves as a base for a range of teams. The Shire Oak is known for its excellent cask ale and the time is right for a talented operator to introduce a good quality food offer to attract a whole new group of customer



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Business facilities

At present, the Shire Oak has a sizeable lounge and bar, but the planned investment will really make the most of the spacious interior by linking the two zones more efficiently, retaining a dynamic drinking space perfect for watching live sport while creating a fresh, attractive lounge space for diners. There is a catering kitchen here, which should supply freshly prepared and cooked food of a sufficiently high standard to attract diners from within and outside the immediate area. The large car park, accommodating up to 40 vehicles, is also well set-up to further develop the visiting trade, and the beer garden adds another dimension to the pub's appeal. The distinctive pub exterior will undergo a complete transformation if the planned refurbishment goes ahead. This will accurately represent the new consumer offer that will be driven by the pub's new operator.

Private accommodation

Four bedrooms, kitchen and lounge.

Pub Type

Community Pubs form the backbone of our estate. Local pubs found on the street corner, in suburbs, neighbourhoods, on housing estates, in towns and villages around the country. At its core the Community Pub should always provide a relaxed and friendly atmosphere for customers living in the neighbourhood. To excel, Community Pubs need to be at the hub of their neighbourhood, a focal point for locals. Supporting the many and varied interest groups of the community; darts, pool, fund raising, local schools, business networking, whatever they may be, is key. Just as a Community pub needs to accommodate the different types of customer within its own neighbourhood, the environment from one Community Pub to another varies tremendously. It is this diversity that makes the Community Pub what it is.

The mainstream offer is based around a combination of product quality, service and price. The offer must consistently deliver good service and classic food and drink ranges. Marketing communications focus on quality and service, with the use of some price mechanics to drive trade. Major brands are stocked but there is the opportunity to trade up from the standard offer to a cask ale for example, or a better quality wine.

Would this pub suit you?

You'll have the catering experience to demonstrate you can grow a food offer to spearhead the development of the Shire Oak. There's much local competition in the low- to mid-range dining sector, and your strategy will attract diners to this large-footprint pub and ensure they come back. Your offer will take in lunchtime, bar snack and 'early bird' dining as well as three-course affairs. Your marketing knowhow will ensure you reach out to customers from outside the immediate area, and you'll cement relationships with local groups and organisations to put the Oak at the top of their list for functions and parties. You'll keep the flag flying for real ale, and your quiz nights, live music and theme nights will grab the interest of patrons old and new. Standards of service, food and drink will always be tip-top and you'll also have a few canny ideas about how to attract families – there's certainly enough space to accommodate the younger generation.

What's the area like?

The Shire Oak is located within a densely populated area, with housing constantly under development – nearby estates easily attract buyers, with properties typically fetching between £100,000 and £200,000. Walsall is set close to central Birmingham and to Wolverhampton, plus the excellent local road network means that thousands of potential customers are only a short drive away.

Financial Information

This financial information is provided to help you make the right decision about going into partnership with Punch and running your own pub.

You may believe you can do better or worse than our estimates.

Please note that the information given here is for illustrative purposes, and you should not rely on it to make your decision. You must make your own assessment of the trading potential of the business, and take independent, professional advice in order to create your own business plan.

Ingoing Costs

When you take on a Punch pub, you will need to provide a **deposit** and pay for the **fixtures and fittings** and **legal fees**. In some circumstances and for some pubs, we may be able to help you out with your payments for fixtures & fittings and your deposit, subject to application and approval. Please enquire about this when you apply for your Punch partnership.

We estimate the initial investment you will need to make to take on this pub will be **£31,050**.

The value of Fixture & Fittings below represents 25% the total amount payable at the start of your agreement. The remaining 75% is subject to sales agreement payable over an agreed period of time

Deposit	£10,500
Fixtures and Fittings	£20,000
Minimum Legal Fees	£550
Total	£31,050

Please note: this does not include your rent and additional funds for stock and glassware, Stamp Duty Land Tax, training and working capital will be required.

Profit Potential: £48,903 per annum

This is our estimate of the potential annual operating profit of the pub business. It does NOT include the financial benefits of any living accommodation, and you should also consider the value of that accommodation when making your decision.

Turnover Potential

Drink	£284,798
Food	£174,547
Machines	£14,000 (Machine turnover net of machine rental)
Other	£2,167
Total	£475,512

FMT Beer Barrels: 266 barrels per annum

This is the number of tied barrels of ale, lager and cider we estimate you will buy from us at your agreed Partnership discount.

1 barrel = 36 gallons = 288 pints.

Trade History

Total ale, lager and cider deliveries in last 12 months: **223 barrels**

Total ale, lager and cider deliveries 1-2 years ago: **271 barrels**

Approximate partner income from machines: **£7,000**



Partnership Options?

For our pubs, you maybe able to choose between the following agreements.

Foundation Tenancy – A 5 year agreement, where the Partner can give 6 months notice and Punch Taverns can give 3 months notice. Partners are not allowed to transfer or sell the business.

Partnership Tenancy – A 5 year agreement, with either party able to give 3 months notice. Partners are not allowed to transfer or sell the business.

There are many differences between our tenancy and lease agreements, which may affect the cost of running this pub. Full details are enclosed under Partnership Options, which you should [Find out more >](#).

Rent

The level of rent you pay is directly related to the type of partnership available. The figures below illustrate the different combinations of rental costs and beer discounts for Tenancy and Lease partnerships on this pub:

	Punch Foundation Tenancy	Punch Partnership Tenancy
Annual Rent	£42,000	N/A
Rent Billing Frequency	Weekly	Weekly
Barrelage Discount	£82	£82
Tie	Full Wet Tie and Machines	Full Wet Tie and Machines
Repair Fund Contribution	£40 per week	£40 per week

Next Steps

We would always recommend that you visit any pub you are interested in first of all as a customer.

For further information please contact a member of our partner recruitment team on:

01283 501999



Important. While we have made every effort to be accurate in our description of the property, these particulars do not form part of any offer or contract, and no guarantee is given as to the condition of this property or the accuracy of its description. An intending lessee or tenant is not to rely on any representation made in these particulars and must satisfy themselves as to their own investigations before entering into contract. THE PROPERTY

MISDESCRIPTIONS ACT 1991

The mention of any appliances and/or services within these sales particulars does not imply they are in full and efficient working order. All measurements, areas and distances are approximate only. Please note that Punch Taverns give no assurances or warranty, either expressed or implied, so far as the previous trade is concerned and any prospective tenants must rely on their own advice and opinion as to the trading potential.

Energy Performance Certificate

Non-Domestic Building



Shire Oak
261 Lichfield Road
Walsall Wood
WALSALL
WS9 9PB

Certificate Reference Number:
0980-2033-0301-4450-4030

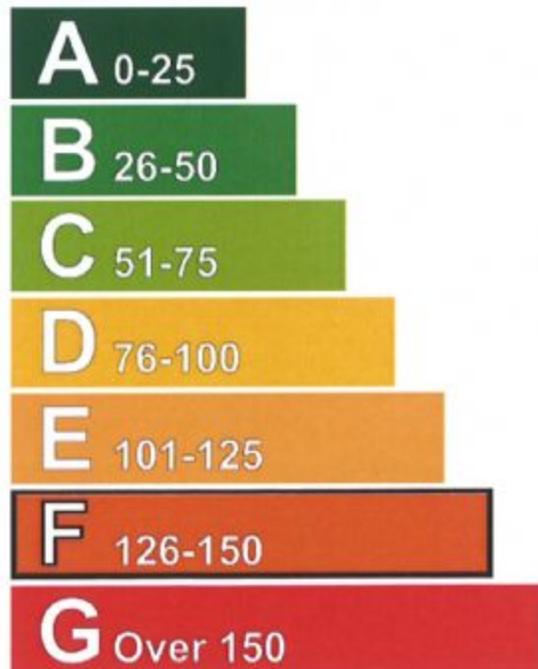
This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website www.communities.gov.uk/epbd.

Energy Performance Asset Rating

More energy efficient



Net zero CO₂ emissions



◀ **143** This is how energy efficient the building is.

Less energy efficient

Technical information

Main heating fuel: Natural Gas
Building environment: Heating and Natural Ventilation
Total useful floor area (m²): 468
Building complexity (NOS level): 3

Benchmarks

Buildings similar to this one could have ratings as follows:

40 If newly built
64 If typical of the existing stock

PROPOSED AREAS & COVERS:

Total EDA: 154 m²
 Bar Area: 28 m²
 13 dining & 8 high covers
 Transition and Lounge Area: 126 m²
 82 dining covers & 11 High
 Toilet Areas (incl corridor & Staircase): 36 m²

- Fireplace
- Televisions
- Machines
- Wallpaper
- Timber Feature Wall

New opening with new glazed screens / doors

New Picket fence & Planting bed



The Shire Oak, Walsall – Rendered Ground Floor Plan

CORE DESIGN

New first floor toilet

New mansard roof

PROPOSED AREAS & COVERS:
 Total EDA: 154 m²
 Bar Area: 28 m²
 13 dining & 6 high covers
 Transition and Lounge Area: 126 m²
 62 dining covers & 11 High
 Toilet Areas (incl corridor & Staircase): 36 m²

- Fireplace
- Televisions
- Machines
- Wallpaper



The Shire Oak, Walsall – Rendered First Floor Plan

CORE DESIGN



NEW BAR SERVERY & BACKFITTING



TOILETS REFURBISHED



TIMBER FLOOR



NEW LOCAL HISTORY / SPORTING BRIC-A-BRAC



DARTS AREA



NEW CURTAINS



DECORATIVE LIGHTING



OPTIMIST STOVE



UPHOLSTERY FABRICS



NEW & EXISTING FURNITURE MIX



NEW FIXED SEATING



The Shire Oak, Walsall - Bar Area Mood Board

CORE DESIGN

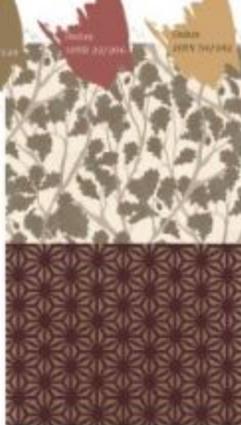


DECORATIVE LIGHTING





FEATURE FIREPLACE



FEATURE WALLPAPER



FEATURE WALL CLADDING



NEW CURTAINS



UPHOLSTERY FABRICS



NEW FIXED SEATING



NEW LOCAL HISTORY / OAK THEMED BRIC-A-BRAC

NEW STONE TILES



NEW CARPET



NEW & EXISTING FURNITURE MIX



NEW BOOTH SEATING



The Shire Oak, Walsall - Transition & Lounge Area Mood Board

CORE DESIGN



The Shire Oak, Walsall - Proposed Signage Scheme

CORE
DESIGN

New Feature
Entrance



New Furniture with Umbrellas



Pergola to Rear



New Open Truss Pitched Roof Pergola- no sides



Existing Picnic Benches

New External Lighting



New Planters



New Picket Fence



New Paving (type 02)



New Paving (type 01)

