Lancaster

WAGON & HORSES

Family friendly pub with rooms in Lancaster



OVERVIEW

Discounted Rent in Year One. The Wagon & Horses is a stunning riverside pub on Lancaster's historic quay. Known for its warm, characterful interiors, quality food, and premium drinks, it also offers six stylish en-suite letting rooms. This high-profile venue attracts locals and tourists alike, making it an exciting opportunity for a passionate, food-led Pub Partner.

INTERESTED?

Register interest

THE DETAIL

FINANCIALS

Potential turnover	**£609,997**
Agreement Type	**Pub Partnership**
Weekly rent	**£744**
Yearly rent	**£25,618**

LEVEL OF INVESTMENT

This is a one-off payment made at the start of the vacancy agreement. All figures are estimates and exclude VAT.

Total ingoing costs	**20,233**
Four weeks rent	**£1,971**
Trading Deposit	**£10,000**
Professional Fees	**£2,257**
Stock & Glassware	**£7,000**

THE DETAIL CONTINUED

TRADING STYLE

Guests visit The Wagon & Horses for its warm hospitality, quality food and relaxed yet refined atmosphere. The pub is well known for its riverside views, locally sourced dishes and rotating range of cask ales and premium drinks. It attracts a mix of locals, city visitors and tourists exploring Lancaster all looking for great service good food and comfortable surroundings. Whether it's a leisurely lunch, evening meal or overnight stay, The Wagon & Horses delivers an experience that feels authentically local yet destination worthy.

- Community local
- Destination pub

TRADING SPACE

The Wagon & Horses offers an open-plan layout with a long central bar serving all areas. Guests can enjoy cosy lounge spaces with log burners and relaxed dining zones seating up to 64 covers. A modern, fully equipped catering kitchen supports a strong food offer. Outside, a charming courtyard adds appeal. The pub is universally accessible, featuring a lift to six stylish en-suite letting rooms, including an accessible twin.

- Food
- Beer garden
- Private accommodation
- Letting Rooms Available

THE DETAIL CONTINUED

PRIVATE ACCOMMODATION

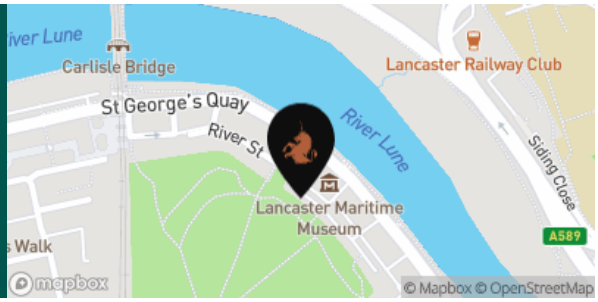
The third floor offers spacious private living with a large lounge, kitchen, and bathroom with shower. Two generously sized bedrooms provide comfort, while an additional office can serve as a third bedroom if required - ideal for flexible living arrangements.

LOCATION

Situated on Lancaster's historic quay along the River Lune, the Wagon & Horses enjoys a prime position in the county town of Lancashire. Close to Lancaster Castle and the city centre, it attracts locals, visitors, and tourists exploring this vibrant destination, just three miles from Morecambe Bay.

WAGON & HORSES

27 St Georges Quay,
Lancaster,
LA1 1RD



THE DETAIL CONTINUED

BDM VISION

We are looking for a passionate Pub Partner seeking a quality venue in a great location. The Wagon is food led pub on the Quayside in Lancaster overlooking the River Loon. This is the main artery from a large development of student accommodation into the city centre. The ideal candidate will engage with the local community, maintain high service standards, and maximise the pub's potential as a destination venue, for city visitors, locals together with Students & their families.. Situated so close to Morecambe, Lancaster will start to see business opportunities as Eden Project North springs into life. The Wagon & Horses, Lancaster, is in excellent condition and benefits from a well-appointed commercial kitchen plus six letting rooms offering quality accommodation close to the heart of the city. We work with our Operators to drive early success, from the minute you get the keys. This includes menu development, room strategy, marketing, recruitment, and activity planning. If you have some experience but need further help in other areas, our teams are here to support you and to help you confidently deliver your business plan and unlock the pubs' full potential.



Ian Shilling
Business Development Manager

DIGITAL PRESENCE

Having a digital presence in todays world of running a pub is essential. The Wagon & Horses already has its own website, Facebook and Instagram. It is a way of communicating with your customers along with your website. Many customers will use the likes of Instagram and Facebook to find out what's going on and see what you are offering at the pub and is essential for customer engagement.

↠ Pub Website

↠ Google Maps

↠ Facebook

↠ Instagram

THE DETAIL CONTINUED

ENVIRONMENTAL IMPACT

This property's energy rating is C.

DEMOGRAPHICS

The Wagon & Horses attracts a lively mix of locals and visitors. The area is dominated by young adults, with nearly half of the population aged between 18 and 34, making it a vibrant and social crowd. Most residents are community-focused and value familiar, welcoming spaces, while a significant proportion are trend-conscious and enjoy stylish, energetic venues. Although the area is largely value-driven, there are pockets of higher-income households nearby, creating opportunities for premium drink offers alongside affordable choices. With its strong local loyalty and youthful demographic, the Wagon & Horses is perfectly positioned for drink-led promotions, live music, and community events.

THE DETAIL CONTINUED

RESOURCES & SUPPORT

At Robinsons, we're committed to making sure every one of our Pub Partners feels confident and fully supported throughout the onboarding journey. That's why we provide a comprehensive training course along with ongoing support across every department.