



Black Swan

Lloyds Head, Jackfield, Telford, Shropshire. TF8 7LZ

Tenure: Freehold

Price: £645,000

Ref: 2615

**Sidney
Phillips**
Leisure & Hospitality Specialists



Key Features

- High trading riverside public house
- Standing on the banks of the River Severn
- Open plan bar & dining areas (50+)
- Superb four bedroom owners accommodation
- Three excellent gardens with riverside views, car parking (20)
- Turnover £630,501 net, 63% wet sales, £152,000 net profit

Location

The village of Jackfield stands alongside the River Severn within the boundaries of the Ironbridge Gorge World Heritage Site. It is a stunning and desirable location and despite the nature of its industrial past, has a very rural atmosphere. It attracts visitors throughout the year as well as having a surprisingly large domiciled local population.

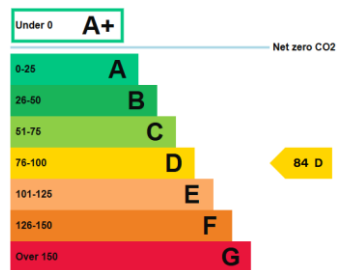
As well as standing alongside the river, to the rear is the old railway walk. This is the most popular walk through the Gorge, providing a steady pedestrian passing trade.

The Property

The Black Swan is an attractive property which dates back to the mid 18th century, although is not listed.

It offers easy to operate trade areas, three section trade gardens with riverside views able to cater for over 150 customers, and spacious owners' accommodation over the first and second floor of the property.

The Black Swan has been in the same owners' hands for 24 years, has an extremely well established level of trade and profitability and is briefly described as follows:



0497-2256-7330-1700-9803



Trade Areas

GROUND FLOOR

OPEN PLAN BAR AREA which can seat over 50 customers, split into two principal sections. The room is on split levels. The lower floor has stone tiled floor and the upper section has boarded floor. Fixed and loose seating able to cater for up to 60 customers. The room has beamed ceiling throughout, is 'L' shaped and arranged around a similar shaped BAR SERVERY which has tongue and groove panelled front. LADIES' and GENTLEMEN'S TOILETS.

The CATERING KITCHEN is located to the rear of the servery and is comprehensively equipped with a good selection of stainless steel catering effects and work surfaces. To the rear is a good size FREEZER ROOM/DRY STORE.

Owners' Accommodation

FIRST FLOOR

Large DOMESTIC LOUNGE/DINER. KITCHEN with fitted units. BEDROOM 1 (double) with fitted wardrobes. BATHROOM with suite of wash hand basin, WC, bath and shower.

SECOND FLOOR

BEDROOM 2 (double) currently utilised as an office. BEDROOM 3, (single). BEDROOM 4 (double) with walk-in DRESSING ROOM off.

External

Three individual, external trading areas. PATIO to the front with steps up to a raised patio with views over the river adjacent.

On the other side of the road is a PATIO and lawned BEER GARDEN which is directly riverside. The three areas in total can cater for 150 customers.

Lined, tarmacadamed CAR PARK with space for 20 vehicles.





The Business

Our clients have owned the property since April 2002 and have established the Black Swan as one of the most popular and successful freehouses in the Ironbridge Gorge. This is reflected in the trading results with accounts for the year ended 31 October 2023 showing takings net of VAT of £630,501. This trade is split 63% wet sales and 37% from food sales. This highlights to prospective purchasers the ease of operation of this pub as well as its appeal to the local community, rather than relying purely on the tourist trade. A gross profit of 60% is achieved and a net profit of £152,000 is published.

This is a well presented, successful public house located in this idyllic and historic location. It is designed for ease of management and has spacious owners' accommodation as well as great external areas.

Tenure & Price

FREEHOLD £645,000 to include goodwill and fixtures and fittings. Stock at valuation in addition.

No direct approach to be made to the business; please direct all communications through Sidney Phillips. Viewing strictly by appointment only.

Licences

Under the terms of the Premises Licence the business is permitted to retail alcohol between the hours of:

Sunday to Thursday: 11:00 - 00:00

Friday and Saturday: 11:00 - 01:00

Services

All mains services are connected and the property has the benefit of gas fired central heating.

Local Authority: Telford & Wrekin Council

Rateable Value: £28,250 as at 1st April 2026









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Business Mortgages

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Utility Helpline

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Some of our clients have reduced their gas and electricity bills by up to 46% using our impartial price comparisons.