

Bond Wolfe

GRAHAM SIBBALD

For Sale

West Plaza, 144 High Street, West Bromwich, B70 6JJ

Freehold hotel and office investment opportunity, with future development potential (subject to planning consent)

Highlights

- Substantial landmark building close to J1 of the M5 motorway.
- Established 107 bedroom hotel with additional office accommodation.
- Producing £1,421,200 per annum inclusive of profit share.
- Excellent potential for alternative use (STPP).
- 93,582 sq. ft. (8,697.21 sq m) of accommodation over ten floors.
- Onsite car parking.
- Close proximity to Town Centre amenities, public transport and motorway network.
- Established long-term accommodation operation with resilient occupancy characteristics.
- Freehold.

Offers in excess of £6,250,000, equating to a net initial yield of 21.32% and a low capital value of £67 psf.



Location

The property occupies a prominent position on the main Birmingham Road, just off Junction 1 of the M5 Motorway, on the outskirts of West Bromwich Town Centre.

The property is situated by the A41 Expressway (Birmingham Road), which links nearby West Bromwich with Wolverhampton, Birmingham, and Solihull. Birmingham is approximately 5 miles east via the A41 (or M6 and A38M), London 120 miles southeast via the M40, Bristol 87 miles south-west via the M5 and Manchester 80 miles north via the M6.

Road communications are therefore excellent as the property is located at the centre of the UK motorway network.

National rail services are available from Birmingham New Street, Snow Hill, and Moor Street. In addition, the West Midlands Metro links the property to West Bromwich Town Centre, Wolverhampton, and Birmingham City Centre.



Train / Metro

Jewellery Quarter	Birmingham Grand Central	Edgbaston Village	Birmingham International	Solihull	London Euston
15 mins	20 mins	26 mins	30 mins	28 mins	1 hour 40 mins

Strategic Connectivity & Accessibility

The property benefits from exceptional transport connectivity:

- **Close proximity to Birmingham, the UK's second-largest city**
- **Approximately 11 miles from Birmingham Airport, offering over 100 international routes**
- **Direct rail links providing access to London in approximately one hour**
- **Future connectivity enhancements via HS2, set to significantly reduce travel times**

This level of accessibility supports consistent demand from both corporate and leisure travellers.

The region benefits from a well-balanced and resilient demand profile:

- **A major UK hub for business travel and conferences, attracting millions of visitors annually**
- **A thriving leisure tourism sector, including retail, dining, cultural attractions, and entertainment**
- **Significant sporting and event-driven demand, with major venues and competitions drawing year-round visitors**

This diversity of demand contributes to stable occupancy levels and reduced reliance on any single market segment.







West Midlands Hotel Market

The West Midlands hotel market is widely recognised as undersupplied relative to demand, particularly during peak periods and major events. This supply-demand imbalance presents a clear opportunity for operators and investors to capitalise on:

- **Strong occupancy trends across the region**
- **Opportunities for rate growth and yield optimisation**
- **Increasing need for quality accommodation stock**

The surrounding area continues to benefit from substantial public and private sector investment, reinforcing its position as a key UK growth region. Ongoing regeneration initiatives, infrastructure improvements, and increased global visibility are driving sustained economic expansion.

The Birmingham West / Dudley / Wolverhampton hotel market comprises 46 hotel properties, which contain around 2,600 rooms. Among the subtypes, there are 1,100 Upscale and Upper Midscale rooms, and 1,500 Midscale and Economy rooms in the region where the 12 month occupancy is 79.8%, 12 month ADR is £69, and 12 month RevPAR is £55.

(Source: CoStar)





The Property

West Plaza comprises ten floors of hotel and office accommodation, extending to 93,582 sq. ft. (8,697.21 sq m).

The hotel accommodation is situated over eight floors and incorporates 107 ensuite bedrooms. Currently operated by Vine Hotels, the site has traded as a hotel since 2000 and also offers office accommodation to the remaining floors.

The property benefits from onsite car parking, goods lift access to all floors, and two 8 person passenger lifts.

Accommodation

Floor	Sq ft	Sq m
Ground, 3,4,5,6,7,9, part 10th	71,582	6,652.60
2nd Floor	9,000	836.43
Part 8th Floor	9,000	836.43
10th Floor West	4,000	371.74
Total	93,582	8,697.21



External

There is car parking to the front, first floor, and underground totalling 78 car parking spaces.

Tenancy Schedule

Demise	Sq ft	Occupier	Start	Expiry	Income (pa)	ERV (pa)	Rent Review Data	Comments
Ground & 3,4,5,6,7,9 and part 10	71,582	Vine (West Bromwich) Limited	20 September 2021	19 September 2036	£475,324*	£475,324	17 September 2026	*Current Contracted Rent subject to fixed index-linked rent review in September 2031.
Current Profit Share		Vine (West Bromwich) Limited		Ongoing with no fixed end date	£823,800	£0		Vendor receives a fixed % of the Hotel Profit. Full information available via data room
2nd Floor	9,000	Sandwell College	1 August 2026	31 July 2028	£50,000	£50,000		There is a break clause at 31 July 2027
Part 8th Floor	6,000	Sandwell College	1 August 2026	31 July 2028	£50,000	£50,000		There is a break clause at 31 July 2027
Part 8th Floor (Suite 801)	392	ZTA Distribution	23 February 2022	22 August 2025	£6,000	£4,000		Tenant holding over
Part 8th Floor	2,609	Vacant				£27,500		
10th Floor West	4,000	Vacant				£50,000		
Roof Space		Sandwell College	1 August 2026	31 July 2028	£200	£200		
Roof Space		Community Development Horizons Limited	24 June 2021	23 June 2031	£15,000	£15,000		
Roof Space		AP Wireless	20 November 2015	19 November 2045	£0	£0		
TOTALS	93,582				£1,421,200	£672,900		

Covenant Information

The two main occupiers of the building include Vine (West Bromwich) Limited and Sandwell College.

The hotel element of the building is located on the ground, 3rd, 4th, 5th, 6th, 7th 9th and part of the 10th floors and is occupied by Vine Hotels, a major UK hotel specialist who own and operate a diverse portfolio of 17 branded and independent hotels and venues across the UK.

Vine (West Bromwich) Limited have been in occupation since 2021 and present a strong and stable operator, making them attractive to investors and real estate portfolios. Their experienced owners and senior management team has built them a strong reputation in the hotel industry. They successfully operate a significant number of their hotels under major global franchise partnerships including IHG, Hilton, Accor and Best Western.

Their portfolio balances diversified revenue streams including; corporate, leisure event and spa business together with hotels that are currently operated under Government contracts.

Sandwell College are located on the 2nd, part of the 8th floor and utilise the roof space. The college is the only college of further education in Sandwell, West Birmingham where it serves Sandwell, West Birmingham, Dudley, Walsall and Wolverhampton. In recent ESFA health checks the college scored exceptionally well reaching a rating of 280 out of 300 points. The institution also maintains a very strong educational profile, achieving “Strong” judgements in skills and inclusion under the Ofstead scorecard inspection framework.

We understand that the College works closely with the West Midlands Combined Authority and major regional employers such as the NHS to deliver industry aligned education and apprenticeships.





Alternative Uses / Investment Potential

Due to the results of the Sandwell Housing Delivery Test 2020, the NPPF presumption in favour of sustainable development would be enacted for any future development of the property and it is considered that it could be suitable for a variety of uses.



Residential

Due to current housing shortages in the area, there is a strong potential case for future residential development of the site. There are several examples of office buildings being converted to residential accommodation in the immediate and wider vicinity, resulting in extremely limited stock of this scale still available for development. The building would therefore lend itself to conversion to a relatively high-density scheme of apartments and starter homes to assist with local housing needs. It is expected that this could be achieved by formal planning application utilising the presumption in favour of sustainable development or via Permitted Development Rights.

Local Sales Comparisons

Property	Size Sq ft	Sale Price	Price PSF
Kingston House, High Street, West Bromwich	42,714	£2,500,000	£58.53
Landchard House, Victoria Street, West Bromwich	26,000	£2,750,000	£105.77
178 Birmingham Road, West Bromwich	14,966	£1,210,000	£80.85
Society House, High Street, West Bromwich	45,000	£3,000,000	£66.67
Intersection House, Birmingham Road, West Bromwich	59,836	£3,650,000	£61.00

Further Information

Services

The property is currently connected to Mains gas, electricity, water and drainage.

Tenure

West Plaza is held Freehold under title number WM693709, subject to the existing tenancies. The underground car park, which is included in the sale, is held under title number WM693751, the terms of which are 999 years from 21/1/1999 at a peppercorn ground rent.

Proposal

- **Offers in excess of £6,250,000** are sought for the freehold, interest, subject to the existing tenancies.
- Representing a low capital value of £67 psf.
- Net initial yield of 21.32% inclusive of profit rent.
- Net yield of 8.96% excluding profit rent.
- Potential reversionary yield of 10.10%.

VAT

We are advised the property is elected for VAT, although it is anticipated that the matter will be dealt with by way of a transfer of a going concern.

EPC

Available upon request.

Legal Costs

Each party is to be responsible for their own legal costs that may be incurred in this transaction.

Data Room

Further detailed property information is held within a dedicated online data room. Access will be provided to seriously interested parties upon receipt of a signed Non Disclosure Agreement (NDA), which is available from the owners agents either Graham + Sibbald or Bond Wolfe.

Anti-Money Laundering (AML)

Under HMRC and RICS regulations in addition to the Criminal Finances Act 2017, as property agents facilitating transactions, we are obliged to undertake anti money laundering due diligence for both the vendors (our client) and the purchasers involved in a transaction. As such, personal and or detailed financial and corporate information will be required before an offer can be accepted and a transaction can commence.

Viewing Arangements

Viewing arrangements are strictly by appointment only through the owners joint sole agents; Graham + Sibbald and Bond Wolfe. Under no circumstances should any party make a direct approach to the tenants, business, staff or management at the West Plaza property.

To arrange a viewing, please contact:

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