



## BALLOON, NEWCASTLE-UPON-TYNE

### NEWCASTLE-UPON-TYNE, NE52HB

**AGREEMENT TYPE:**  
SHORT TERM AGREEMENT

**YOUR INVESTMENT:**  
£8,500

**CALL 01244 321 171 FOR MORE DETAILS**

## DESCRIPTION

The Balloon is a large, well-established community pub located to the north of Newcastle city centre, enjoying a prominent and highly accessible position close to a major retail park just off the busy A1. With the nearby A191 serving as one of the main routes in and out of the city centre, the pub benefits from excellent visibility and strong passing trade from the surrounding road network. The area is densely populated with a mix of private and council housing, generating consistently high levels of local footfall and underpinning the pub's role at the heart of the community. Long regarded as a "second home" by its loyal customers, the Balloon has built a strong and enduring local following, with generations of regulars continuing to support the business.

### Pub Layout

The Balloon operates as a versatile two-room venue, with a welcoming main bar positioned at the front of the building and accessed directly from the road. This sports-themed bar is enhanced by live sport and a strong community offer, including pool and darts teams, creating a lively and social atmosphere. Running from the front through to the rear of the property is a large, traditional function room, perfectly suited for events and private hire. Both areas are fully self-contained, each benefiting from its own bar and separate toilet facilities, allowing them to operate independently or together with ease. Outdoor trading is well catered for, with a drinking area to the side of the entrance and a newly developed patio to the front, ideal for the warmer months. To the rear of the pub is a recently resurfaced car park with space for over 30 vehicles, shared with a neighbouring bookmaker, which helps to generate additional footfall for the business.

## TRADING STYLE

The Balloon has previously had a strong customer base and has been particularly popular with sports fans and teatime drinkers. Trade is solely drinks based and pool and darts teams have previously helped boost mid-week profits. An experienced licensee would have the opportunity to establish a new customer base by introducing a regular entertainment programme and making strong use of the newly appointed function room. It will be important that the drinks range is reviewed on a regular basis to ensure the pub continues to attract consumers from a younger audience. There is the potential however to grow this significantly.

## ACCOMMODATION

### Private Accommodation

The private accommodation is of a good size, spread over two levels and consists of three bedrooms, two bathrooms, a lounge, kitchen and office.

## FINANCIAL

**Annual Rent:** £10,000 or £15,000 Free of Tie

**Security Deposit:** £2,500 building up to £5,000 or the equivalent of three months' rent, whichever is greater

**Working Capital:** £2,500

**Stock:** £3,500

**Fixtures and Fittings:** To be confirmed upon valuation – funding options may be available for the right licensee.

**Tie:** All drinks categories are tied. For fully funded licensees on long term agreements, we offer free-of-tie options for certain drinks categories in exchange for an annual fee.

**For a breakdown on financial information, please refer to the 'Additional Info' tab.**



3+ Private  
Bedrooms



Beer Garden



Car Park



Function Room



Live Music



Sports Teams

## BDM VISION

The Balloon is a true hub of the local community. This opportunity would ideally suit an experienced, hands on licensee who can engage confidently with locals and bring strong marketing skills to create a standout pub experience. Someone who can quickly build momentum, drive community activity and deliver consistency would thrive here in the short term while ensuring the pub remains at the heart of the community.



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