



BRITANNIA INN, BRIGG

BRIGG DN20 8BS

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Britannia Inn Brigg re-opened in September 2024 following a huge investment of £240,000, the pub underwent a transformation which brought a new vibrant atmosphere and has imbedded itself in the local community as a go to pub in the area. Brigg is a charming market town in North Lincolnshire which boasts a population of approximately 6,000 residents. Known for its bustling high street featuring a mix of well-known high street brands and unique independent retailers. Located at the top of Wrawby Street, The Britannia is in close proximity to the pedestrianised retail zone and the town's railway station. This prime location makes it an ideal spot for both locals and visitors to enjoy

Pub Layout

The Britannia Inn features a spacious open-plan bar area, with the bar itself prominently positioned to service all sections of the pub efficiently. The bar offers a varied and well balanced product range, showcasing category leading brands alongside regular weekly promotions, delivering exceptional value for money. To the right of the main entrance is a dedicated pool room, complete with a state of the art dartboard. This area is heavily utilised by local pool and darts teams, helping to drive strong mid-week trade and reinforcing the pub's role as a hub for local sports and social groups. The main bar area is presented in excellent condition throughout, featuring multiple well-positioned TV screens, relaxed seating, and a genuinely welcoming atmosphere suitable for all customers. The space comfortably caters for casual drinkers, sports fans, and social gatherings alike. Externally, The Britannia offers an outdoor seating area, including a mix of open and covered spaces. The refurbishment investment is evident across the entire pub, with new fixtures and fittings, stylish contemporary lighting, and modern flooring throughout. These improvements ensure the pub delivers a warm, comfortable, and welcoming environment, perfectly suited to the expectations of today's customers while remaining true to its community roots.

TRADING STYLE

The pub has already embedded itself in the local community, and the focus should be on strengthening this position by ensuring it forms part of a wider circuit of pubs that share trade throughout the week, not just at weekends. Offering a diverse and well balanced programme of entertainment is essential to attracting and retaining customers of all ages. Weekend evenings remain prime socialising time, and the current mix of live music and DJs has proven successful in driving strong trade. This momentum should be complemented by a consistent and engaging midweek offer, giving locals regular reasons to visit. With numerous TV screens available, there is significant opportunity to maximise Sky Sports beyond football alone, showcasing a broad range of sporting events. Capturing trade both before and after key fixtures will be vital to fully capitalising on these occasions. Traditional events such as bingo and quiz nights continue to resonate strongly with local audiences and represent an area a new operator should actively champion. Consistency, alongside creativity in planning and delivery, will be key to maintaining interest and encouraging repeat visits. Above all, the aim is to create a welcoming, lively atmosphere every day of the week.

ACCOMODATION

Private Accommodation

The private accommodation consists of three bedrooms, lounge, bathroom and kitchen. This was invested in alongside the pub in September 2024. and will be a great place for a family or couple to call home



3+ Private
Bedrooms



Beer Garden



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

No rent applicable on this agreement

This opportunity is for you to run your pub as a self-employed manager. Admiral Taverns take care of all the running costs including rates, utilities, stock and day to day running costs whilst you take home 18.5% of the net weekly sales, all employment costs relating to your staff and any council tax and TV licence for the residential quarters.

All new operators have comprehensive free training as part of their agreement.

- **7 Steps to Sales Success Training Programme.** Held online over one day, you will learn marketing and business strategies that will help you to grow sales in your pub – step-by-step.
- **E-Learning Training for you and your staff.** Featuring more than 30 courses for both you and your staff, you'll have access to a wide range of topics from Compliance, Health and Safety to Personal Development and Wellbeing.

BDM VISION

John Preville the Business Development Manager is seeking an experienced operator who is deeply passionate and driven. This is a fantastic opportunity for those who have already demonstrated their ability to manage a vibrant local pub. The ideal operator will bring ambition and high operational standards, ensuring the pub is run efficiently and maintained to an excellent standard. Above all, the successful candidate will put the community at the heart of everything they do, continuing to make the Britannia a welcoming and inclusive hub for the local area. To thrive in this role, you'll need passion, creativity, and energy especially when it comes to promotion and event planning. From live entertainment and community gatherings to sporting events, you'll create events that bring people together and meet the diverse needs of the local community.



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