



EMPIRE, GRIMSBY

GRIMSBY, DN32 8HL

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

A fantastic opportunity has become available to take on The Empire, with the pub only coming available due to the current operator relocating to another pub within Proper Pubs. Available from the end of November, The Empire is a well-established, detached community pub with a strong local following. Situated on the main road through a densely populated residential estate, it benefits from an excellent position at the heart of the community, with Grimsby town centre approximately two miles away. Grimsby is a well-established Lincolnshire town with a proud maritime and fishing heritage, offering a mix of shopping, leisure and entertainment, and strong links with neighbouring Cleethorpes.

Pub Layout

The Empire is in excellent condition, having benefited from investment around 18 months ago. The current operator has done a fantastic job of looking after the pub and building the business, meaning the next operator will be walking into a really strong, ready to go opportunity. Entering through the front door, you're welcomed by the main bar servery, with a spacious open-plan trading area that has been cleverly zoned to create different areas due to its layout. To the right is the main bar area with a raised seating area, while to the left is a dedicated raised sports zone, home to the pool table and dartboard. Four TV screens are positioned throughout the pub, making it well set up for live sport and big sporting occasions. The main bar area is carpeted with a mixture of fixed and loose seating, while the pool and sports area has a wood-effect floor. The pub also benefits from a separate function room with its own bar, accessed away from the main trading space via the foyer and toilets. Comfortably accommodating around 50 people and with its own TV, this is a brilliant additional space for private parties, celebrations, meetings and community events. Externally, The Empire has a car park and an outdoor drinking area to the side of the pub. This outside space also presents an exciting opportunity for further development, with potential future investment something we'd be keen to explore.

TRADING STYLE

The Empire is a lively, community-focused pub with a strong calendar of entertainment and plenty of opportunity for the next operator to build on what is already working well. Regular bingo, live entertainment and weekend DJs give customers plenty of reasons to visit, while the pub also hosts popular Sunday fun days, which are already well supported by the local community. Sport is an important part of the offer. With a full Sky Sports package, four TV screens, pool table and dartboard, there is a great opportunity to further establish The Empire as the place locally to watch live sport. The next operator should really get behind the sporting calendar, promoting key fixtures and creating reasons for customers to visit before and after the game, not just for kick-off. We'd also like to see the next operator build on the pub's existing pool and darts offer, developing teams, leagues and competitions that encourage regular midweek trade. Creating even more reasons to visit throughout the week will be key, introducing quiz nights, games nights, and community activities could all complement the existing entertainment calendar and help bring different groups of customers into the pub.

There is also the separate function room, with its own bar and capacity for around 50 people; this is another area with real potential. We'd like to see this space promoted for private functions, celebrations and community events, making it a go-to local venue in its own right. We'd also encourage the operator to explore relationships with external food vendors, particularly around busy weekends, sporting fixtures, fun days and events. This could add an additional reason to visit without changing the pub's wet-led focus.

ACCOMMODATION

Private Accommodation

The accommodation comprised of three bedrooms, bathroom, kitchen and sitting room. This is a perfect place to call home for a family or couple.



3+ Private
Bedrooms



Beer Garden



Car Park



Function Room



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 two days, 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

Alison Davidson, Business Development Manager, is looking for an experienced and ambitious operator who understands what makes a great community pub tick. The Empire needs someone who will be visible, hands-on and passionate about their local community, with the energy to engage customers of all ages and continue building on the strong foundations already in place. A key focus will be strengthening the midweek retail offer, creating more reasons for customers to visit outside of the busy weekend periods. Whether that's quizzes, games nights, pool and darts, sport, community groups or new events, the successful operator will bring fresh ideas and develop a strong and consistent weekly rhythm of trade.

Ultimately, Alison wants an operator who can bring people together, build trade throughout the whole week and take an already successful community pub to its next level.



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