



FALCON INN, FELIXSTOWE

FELIXSTOWE, IP11 9DS

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Felixstowe are you ready!! We are investing a HUGE £385,000 into the Falcon.

The Falcon enjoys a prime position on Walton's main high street, a suburb of Felixstowe within the East Suffolk district in the East of England. Just a mile from Felixstowe town centre, it's easily accessible on foot with a pleasant 20–30 minute walk, or via local bus routes. The pub is surrounded by a variety of local amenities, including convenience stores, takeaway outlets and a post office. The Falcon holds a distinctive place at the heart of the community, both socially and commercially. Felixstowe itself has a population of just under 25,000, with around 13,000 residents aged 18–64 and approximately 7,000 over the age of 65. There is a significant investment to the area in terms of housing developments.

Pub Layout

The Falcon will be transformed through a full internal and external refurbishment, creating a modern, welcoming community pub with huge appeal. The new design will provide a bright and spacious trading environment, combining contemporary finishes with the character and warmth expected from a traditional local pub. Internally, the pub will benefit from an open-plan layout featuring a mix of comfortable seating areas and dedicated seating areas. A central sports area will include a pool table, darts facilities and multiple strategically positioned TV screens, ensuring customers can enjoy the full Sky Sports package from every angle. The carefully designed mix of wooden and carpeted flooring will create distinct yet connected trading areas. The refurbishment will introduce new furniture, décor, lighting and finishes throughout, creating a light, airy and inviting atmosphere that appeals to both existing regulars and new customers alike. Externally, the investment will extend to the pub's beer garden, creating an attractive all-year-round trading space. Customers will enjoy new outdoor seating with a large grassed area and enclosed courtyard, featuring festoon lighting, a large outdoor TV screen and a covered pergola area, making the space ideal for live sport, community events and family fun days.

TRADING STYLE

The Falcon is a much loved community pub that has enjoyed strong local support over the years and, following this significant investment, presents an outstanding opportunity for future growth and success. The pub will offer a varied product range featuring a great selection of category-leading brands, supported by regular promotions and value led offers to ensure customers receive excellent value for money. The successful operator will be expected to build on this foundation by creating a vibrant and welcoming atmosphere that appeals to the local community. Entertainment will play a key role in The Falcon's success. A consistent and well planned programme of events will be essential, providing customers with regular reasons to visit throughout the week. The introduction of pool and darts facilities will be warmly welcomed by local customers, while rebuilding sports teams and leagues will help strengthen the pub's position. Live sport will be a major feature of the business, with a full Sky Sports package available. The successful operator should maximise this opportunity that extends beyond simply screening matches. Pre-match build-up, post-match events are a must to keep everyone engaged. The newly enhanced outdoor trading area will provide further opportunities to drive sales and community engagement. With improved seating, covered areas, outdoor screens and festoon lighting, the space will be perfectly suited for community events, family fun days and charity fundraisers. Unlocking the full potential of this area will be key.

ACCOMMODATION

Private Accommodation

The private accommodation is extensive. A large lounge, three bedrooms, bathroom and kitchen all of which will be invested in and make a perfect place for a couple or family to call home.



Beer Garden



Car Park



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, public liability 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.

- **STRIVE- The Proper Pubs way.** 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

Louise Hill the Business Development Manager is super excited about this spectacular pub. The ideal applicant will understand how to maximise a strong operator managed pub, build lasting relationships within the local community and create a vibrant programme of entertainment and events that keeps customers returning week after week. Experience in developing sports teams, driving live sport occasions, organising community events and creating a welcoming atmosphere for all customer groups is essential. The successful operator will have a proven track record in running pubs, the vision, energy and determination to establish The Falcon as the go-to pub in the area. This pub is not suitable for first time operators.

If you're looking for your next challenge and believe you have what it takes to unlock The Falcon's full potential, I'd love to hear from you.



Beer Garden



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