



GARDENERS ARMS, NORTHAMPTON NORTHAMPTON, NN1 4EB

**AGREEMENT TYPE:
OPERATOR MANAGED**

**YOUR INVESTMENT:
£2,000**

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Gardeners Arms is positioned on Wellingborough Road, one of Northampton's busiest and most vibrant high streets. This well established arterial route links the town centre with a densely populated residential area, ensuring a steady flow of footfall throughout the day and evening. The area benefits from a strong mix of independent retailers, national operators, cafés, restaurants, and late-night venues, creating a lively evening and weekend scene which the pub is very much part of. This makes it an ideal location for an operator looking to capitalise on both daytime and evening trade.

Pub Layout

The interior offers a well-balanced mix of cosy, informal drinking spaces, thoughtfully zoned through a combination of carpeted and wooden flooring to create distinct yet connected areas. A pool table and darts board further enhances the traditional pub experience and is well used by regular customers. There is TV screens for customers to enjoy terrestrial sports. Seating is varied and flexible, catering comfortably for both small groups and couples, encouraging relaxed socialising throughout the day and evening. The centrally located bar is well stocked and efficiently services all trading areas, contributing to the pub's bright, welcoming, and vibrant atmosphere. A blend of loose and fixed seating adds both character and versatility to the space. Externally, the pub features a paved courtyard area, an attractive and valuable asset that provides additional trading potential, particularly during warmer months.

TRADING STYLE

The Gardeners Arms operates as a wet led, community-focused pub with a loyal local following. A proactive operator can drive sales throughout the day, looking at supporting the loyal day time trade and creating the lively evenings with students and locals enjoying entertainment and a great atmosphere. The pub features a popular pool table and darts board, presenting an excellent opportunity to introduce local pool teams and leagues. At weekends, the Gardeners Arms comes to life with DJ entertainment, supported by well-balanced promotions that are already well received by customers. With a late licence on weekends, there is strong potential to fully capitalise on late night trading and grow the pub's reputation as a go-to pub. The pub already benefits from an established product range, compelling promotions, and a strong value-led offer. Events such as payday parties are particularly popular, providing a solid foundation for an incoming operator to build on and further develop the calendar of events.

ACCOMODATION

Private Accommodation

The private accommodation consists of three bedrooms, bathroom, kitchen and sitting room.



3+ Private
Bedrooms



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.

- **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 looking for a passionate and creative operator who brings high energy, which must be matched with strong commercial discipline and operational control. Success will come from delivering a powerful, well-structured events calendar from live entertainment and events to establishing the pub as the go-to student venue in town, creating an atmosphere that consistently brings people together while driving sustainable sales growth. The right operator will have a proven track record in managing a similar pub with the confidence to maximise peak trading, control costs, turning high footfall into strong returns. This is about elevating performance to the next level, not learning the basics. As such, this opportunity is not suitable for a first-time operator, but for someone ready to take on a high-energy site with ambition, structure and accountability.



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