



GOAT, BALA

LL23 7AF

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Welcome to the Goat pub situated on the bustling high street of Bala, North Wales. The pub was invested in back in 2023 and in good condition throughout. Bala is on the edge of the stunning Snowdonia National Park and is the perfect destination for walkers, cyclists, water sports enthusiasts and anyone looking to experience the beauty of North Wales. The town sits beside Bala Lake, the largest natural lake in Wales. Surrounded by mountains, forests and breath taking scenery, the lake is popular with all ages taking advantage of the water sports on offer. That being said there is more to Bala than the tourist trade there is a great local community who live within Bala and enjoy supporting the local business all year round.

Pub Layout

Upon entering The Goat, customers are welcomed by a central bar that efficiently serves all trading areas. The bar is well stocked with leading brands and offers a wide range of drinks at affordable prices, appealing to both locals and visitors alike. To the right is the main bar area, featuring a pool table, dartboard, and multiple TV screens, making it an ideal venue for live sport and social gatherings. The pub offers a comfortable mix of fixed and loose seating, complemented by attractive tiled and wooden flooring throughout. One of the pub's standout features is its spacious rear beer garden. This versatile outdoor space includes a covered seating area and an outdoor TV screen, creating an excellent environment for customers to socialise. The garden also provides significant potential for community events, family friendly activities, and seasonal entertainment. During the summer months, attractions such as bouncy castles and outdoor games could help maximise footfall.

TRADING STYLE

The Goat has all the ingredients required to be the hub for the local community. With the full Sky and TNT Sports packages available across multiple well positioned TV screens, the pub should be the go to destination for live sport in the area. Sports sits at the heart of the offer, with a pool table and darts board which should provide a teams. Entertainment plays a huge part in the pub's appeal. From DJs and live music to open mic nights and jam sessions, The Goat has the flexibility to effortlessly transform from a relaxed daytime venue into a vibrant evening go to destination. A varied entertainment programme ensures there is something for every age group, bringing together customers of all ages. The popular Sunday quiz night already attracts a loyal following, but there is plenty of scope for even more community focused events. bingo nights, play your cards right, music quizzes, board game evenings and themed social events could all help create a lively calendar that keeps people coming back week after week. One of the Goat's standout features is its fantastic outdoor space. This should be well used throughout the year, it includes an outdoor TV screen so customers never miss the action of live sports and the garden provides the perfect setting for family fun days, charity fundraisers, community celebrations, live entertainment and summer sporting events.

ACCOMMODATION

Private Accommodation

The private accommodation consists of: Three bedrooms, kitchen, sitting room, office and bathroom all in great condition throughout.



3+ Private
Bedrooms



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.
- **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

Steph Briggs the Business Development Manager's vision for this pub is for The Goat to be recognised as Bala's leading community pub, a venue that delivers excellent customer experiences, supports local causes, celebrates live sport and entertainment. A successful operator will be highly visible within Bala, actively engaging with local groups, sports teams, charities and businesses. Building strong community relationships will be fundamental to driving footfall, loyalty and long-term sustainable growth of the pub.



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