



PRINCE GEORGE, LIVERPOOL

FAZAKERLEY, L9 0ED

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Prince George is situated in Fazakerley, Liverpool, close to Kirkdale Cemetery and surrounded by a large residential community. The pub sits within a small parade of shops and is around 200 metres from the main shopping area, with takeaways, cafés, retail units, a betting shop and other licensed premises nearby creating a busy local circuit. Following a significant refurbishment in 2024, the Prince George has been transformed into a welcoming and well-presented community pub, providing a great opportunity for an operator to take on an established business and continue to build its place within the local community.

Pub Layout

The Prince George underwent an extensive refurbishment in 2024, including improvements to the trading areas, toilets, bar and cellar. The pub has been well maintained since and offers a spacious, modern trading environment while still retaining the traditional feel of a community local. At the heart of the pub is the main bar, surrounded by a mixture of fixed and loose seating that creates plenty of space for both groups and individual customers. A dedicated darts area features two dartboards with striking branded surrounds, providing a focal point for darts teams, competitions and events. The flexible layout also provides space that can be used for DJs and live entertainment and features a second bar. Multiple large-screen TVs are positioned throughout the trading areas, making the Prince George well set up for live sport and helping create atmosphere around key sporting fixtures. To the rear is an enclosed beer terrace, complete with seating, covered space and access from the main pub, giving customers an additional area to enjoy throughout the year. Overall, the Prince George offers a bright, spacious and flexible community pub, with strong facilities for sport, darts, entertainment and everyday drinking occasions.

TRADING STYLE

The Prince George is a true community pub with sport and entertainment at the heart of its offer. Live sport is shown throughout the week across multiple TVs, helping to drive footfall and create a great atmosphere around key fixtures. The pub also has established football and darts teams, providing a strong foundation of regular trade and further strengthening its community feel. Darts is a key part of the offer, with two illuminated dartboards featuring bespoke Prince George surrounds, plus an additional practice board which can be set up for tournaments and competitions. At weekends, the focus shifts towards a lively and varied entertainment programme, with opportunities for live music, comedy nights, karaoke and themed events. The opportunity for a new operator is to build on what is already working, maintaining the Prince George as a busy, welcoming community local while continuing to develop its sport, darts and entertainment offer.

ACCOMMODATION

Private Accommodation

The private accommodation is in good condition and consists of: three bedrooms, kitchen, lounge & bathroom.



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.

- **STRIVE – The Proper Pubs way** . Held online 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

Mark Cleverly, Business Development Manager, is looking for a community-focused operator who understands how to run a busy, sports-led pub and can build on the strong foundations already in place at the Prince George. The ideal operator will be sales focused and commercially driven, with ideas to maximise key sporting occasions and make the most of the pub's established football and darts teams. A good understanding of sport and the ability to engage with teams, regulars and the wider local community will be key. Entertainment will also play an important part in the pub's continued success. The operator will be expected to deliver a strong and varied weekly entertainment programme, including opportunities such as quizzes, bingo, karaoke and live music, while ensuring the entertainment spend delivers a return for the business. Above all, Mark is looking for someone who understands the local marketplace, will become part of the community and build on what is already working, while bringing fresh ideas to drive footfall, increase sales and keep the Prince George at the heart of the local area.



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