



THE WHALE, BUCKINGHAM

BUCKINGHAMSHIRE, MK18 1JX

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Proper Pubs are excited to introduce The Whale! We have invested £296,000 into this amazing historic establishment embracing its 100-year legacy. Prominently situated in the vibrant market town of Buckingham. This three-story building boasts a spacious trading area on the ground floor, making it ideal for a bustling pub environment. With over 5,400 households within a one-mile radius, the pub has a substantial local customer base. The primary demographics in the area include “comfortable communities” and “affluent achievers,” indicating a market with disposable income and a propensity for socialising in quality venues. , presenting a unique and exciting opportunity for a new licensee to carry on this successful business. With its rich history and prime location, there is enormous potential to build this business further & add to a already thriving pub, establishing it as the go-to destination in Buckingham.

Pub Layout

The Whale has recently undergone a significant investment, delivering a fresh, modern feel both internally and externally. The pub now features contemporary décor throughout, creating a bright and welcoming environment for all guests. The trading area is open-plan and well laid out, offering a spacious feel. Upon entering, customers step down into a lower-level seating area before moving up to a raised section at the rear, providing a varied and dynamic layout across the venue. The bar is prominently positioned on the left-hand side, acting as a central focal point. Several TVs are positioned throughout the pub, making it well suited for live sport and enhancing the atmosphere on busy match days. Customer toilets are located at the rear of the pub, ensuring convenient access while keeping the main trading areas open and uncluttered.

TRADING STYLE

The Whale is a proper community pub with live sport and regular entertainment such as karaoke, live music, and quiz nights, offering huge potential for growth and an exciting opportunity for a new operator, where a focused strategy on marketing, infrastructure, and expanded entertainment can build on its existing strengths to increase wet trade, attract and retain a diverse and loyal customer base, and establish the pub as a standout destination in the area. Ensuring a variety of entertainment is provided to cater for the locals and ensuring everyone is made to feel welcome.

ACCOMMODATION

Private Accommodation

The accommodation consists of three bedrooms, kitchen, bathroom and lounge.



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, 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, Business Development Manager is looking for an experienced operator who can bring the whale to the community. Entertainment is key such as live music, DJs, vinyl evenings, open mic, quiz, sip & paint. The ideal operator needs to have a strong vision and understanding of the needs of the local market. Pride, passion, personality, an eye for detail, focus on great standards and customer service are a few of the key skills that I'm looking for in a potential operator.



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Bedrooms



Live Music



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