



UNICORN, RADCLIFFE

RADCLIFFE, M26 3QQ

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

Introducing the Unicorn to the Proper Pubs Family following a £280,000 investment!!

The Unicorn is a thriving community pub situated on the busy Bolton Road in Radcliffe, benefiting from a large and established residential catchment. The pub is surrounded by plentiful “chimney pots”, with a mix of long standing family housing and newer residential developments within walking distance. Recent housing growth in the area, including a new housing estate nearby and further planned developments, continues to increase the potential customer base and provides opportunities to attract new residents into the pub. The Unicorn is well positioned to serve as the hub of the local community, offering a welcoming environment for families, friends and local groups. The surrounding area benefits from local amenities including Bolton Road Park, schools, convenience shopping and excellent transport links into Radcliffe, Bury, Bolton and Manchester. With a strong community focus, regular entertainment and a growing population on its doorstep, The Unicorn is ideally placed to build on its reputation as the pub at the heart of the neighbourhood.

Pub Layout

Following refurbishment, The Unicorn will present a refreshed and highly functional layout designed to maximise both trading potential and customer experience. On entry, guests will be welcomed into an open and inviting main trading area, with the bar repositioned further back within the pub. This adjustment will create a more spacious area, improving flow and allowing for increased covers and more flexible use of the space. The internal layout will incorporate a balanced mix of fixed and loose seating, providing versatility for a range of occasions, from casual drinks to larger social gatherings and community events. A clearly defined games zone will be created, offering a dedicated space for pool and darts, helping to establish a natural hub for activity and regular in-house competitions. To the rear, the courtyard will be fully optimised as a year-round outdoor trading space. Designed with all seasons in mind, it will offer a comfortable and adaptable environment that extends the pub’s capacity and enhances its appeal throughout the year, supporting both day-to-day trade and planned events.

TRADING STYLE

Post refurbishment, The Unicorn will operate as a strong, community local, firmly positioned at the heart of the surrounding residential catchment. The focus will be on delivering a high volume, value led drinks offer in a welcoming and inclusive environment that encourages repeat visits throughout the day and into the evening. Trading will be centred around a well rounded drinks range, strong value positioning, and a consistent weekly rhythm designed to drive footfall and build sustainable trade. The pub will operate as a lively yet well managed local, with a strong emphasis on creating a reliable and engaging destination across the week. A structured events programme will be a key trading driver, with regular entertainment including live sport, bingo, karaoke, quizzes and community-led fundraising events. These activities will reinforce the pub’s role as a genuine local hub and support consistent midweek and weekend performance. The internal layout, including a dedicated games area, will support both organised entertainment and informal social interaction, while the refurbished courtyard will provide a valuable all-weather external trading space, enhancing capacity and improving year-round appeal. Overall, The Unicorn will trade as a robust, Proper Pubs site delivering strong community engagement, consistent volume, and reliable weekly performance.

ACCOMMODATION

Private Accommodation

The private accommodation consists of: Three bedrooms, kitchen, living room, office and bathroom.



3+ Private
Bedrooms



Beer Garden



Car Park



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover: (Net) £360,000

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

Michelle Ryan, Business Development Manager is looking to appoint a commercially astute, hands on operator with the drive and capability to successfully launch and establish a brand new Proper Pubs site from day one. This is a trading focused position for an individual who can take full ownership of the business and deliver immediate impact post-refurbishment.

The ideal operator will have strong commercial acumen, a clear understanding of wet led community pub trading, and the ability to build sustainable volume through consistent execution, strong standards, and a well managed weekly rhythm of trade. A proactive, action led approach is essential, with the ability to implement structure quickly, embed operational standards, and create a clear identity for the pub within the community. The operator must be confident in leading from the front and driving performance through visibility, energy and consistency. Strong local engagement will be key, with the ability to build relationships, activate the surrounding community, and establish the pub as a go to destination from launch. Early traction and sustained momentum will be critical to long term success. Overall, this is an opportunity for a proven, commercially focused operator to take ownership of a newly refurbished Proper Pubs site and deliver a strong, sustainable, high volume community operation.



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