admiral
TAVERNS

UNION ARMS, NORWICH

NORWICH, NR2 2SL

AGREEMENT TYPE:
OPERATOR MANAGED

YOUR INVESTMENT:
£2,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Union Arms (formally the Coach & Horses) is a much-loved, community-focused pub situated on a residential area just a short walk from Norwich city centre. As part of Proper Pubs' commitment to creating thriving community locals, this pub is set to benefit from a substantial £330,000 investment, transforming it into a vibrant, welcoming pub at the heart of the community. Norwich, often described as the UK's most complete medieval city, offers more than 900 years of history, stunning architecture, a thriving cultural scene and excellent transport links. With its blend of historic charm and modern amenities, it's a fantastic place to live, work and run a successful pub business. The Union Arms is ideally positioned just five minutes from the city centre, giving it the best of both community , university students and destination trade.

Pub Layout

Following the investment, The Union Arms will be completely refreshed with a bright, modern and welcoming feel. New flooring, fixtures, fittings and décor will transform the interior, creating an attractive and comfortable environment for customers to enjoy. The main trading area will offer a mix of loose and fixed seating, complemented by wooden, carpeted and tiled flooring to create distinct yet connected spaces. A dedicated sports zone will feature a pool table, dartboard and multiple TV screens, ensuring customers never miss a moment of the action. The central bar servery will serve all trading areas and will be stocked with a varied drinks range designed to appeal to the local community. Outside, customers will be able to enjoy two revitalised garden areas. Seating will be available at the front of the pub, whilst the rear garden will be brought back to life with new benches, festoon lighting and a covered seating area, creating an inviting space for socialising throughout the year.

TRADING STYLE

The Union Arms has the potential to become the go-to pub in the area. Offering affordable pricing, regular promotions and popular payday parties, the pub will provide excellent value for money and encourage repeat visits from the local community. Entertainment will be a key part of the offer, with a vibrant calendar of events including midweek quiz nights, music bingo, DJs and live music at weekends. The pub will also benefit from a full sports package, making it essential that the new operator maximises every sporting occasion. It's not just about football; opportunities exist across horse racing, darts, cricket, boxing and more. Its essential you create reasons for customers to visit before, during and after matches. With a pool table and darts board, developing successful pub teams will be a priority. The operator should think beyond a single team and look to establish multiple teams, including A and B teams, as well as men's and women's leagues to drive regular footfall and strengthen community connections. Community engagement will be at the heart of the pub. The garden provides the perfect space for charity fundraisers, family fun days and local community events, helping to position The Union Arms as a community pub.

ACCOMODATION

Private Accommodation

The private accommodation is substantially sized with four double bedrooms, kitchen, lounge and bathroom. This will also be invested in making a home for the new operator (s).

3+ Private Bedrooms | Beer Garden | Car Park | Live Music | Sports Teams

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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

Louise Hill the Business Development Manager is seeking an experienced operator with the vision, business expertise and drive to turn The Union Arms into the go-to pub in the area. The ideal applicant will have a proven track record of growing sales, leading from the front and creating a thriving community pub through sport, entertainment and local engagement. With a significant investment planned, this opportunity needs someone who can combine strong commercial awareness with high energy and flawless execution. This is not a pub for a first-time operator.

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