

Falcon

45 Marine Parade, Southend-on-Sea, Essex, SS1 2EN



PUB OVERVIEW

A characterful traditional seaside pub located directly on Southend Seafront, home of the world's longest pier! Investment planned.

The Falcon is a traditional pub that services the local community throughout the year with a substantial increase in trade throughout the Spring/Summer months from tourists and visitors to this seaside location.

We have a planned investment to refresh the décor both internally and externally.

The pub does not have a kitchen, so the focus is on great quality drinks and service. There is however an opportunity to introduce easy to serve bar snacks e.g. Scotch eggs, Sausage Rolls, Pies etc

BUSINESS INFORMATION

Entry cost from:
 £23,550

Annual rent:
 £25,000 per annum

Agreement
 Tenancy - Standard Tenancy

Forecasted Operator Machine Profit:
 £10,000

Forecasted Operator Profit (including machine profit):
 £24,696

Forecasted Operator Turnover:
 £301,453

Average Beer & Cider Discount*:
 Blended £36.00
 * dependent on sales mix

Type of Tie:
 Full tie: All products

FACILITIES



TRADE BAR



TRADE PATIO

LOCATION

Southend is the seventh most densely populated area in the United Kingdom outside of the London Boroughs. With fast train links to central London, Southend is popular with tourists and commuters with house prices in 2012 showing the highest rises in the UK.

CURRENT PREMISES LICENCE OPENING HOURS

Monday - Saturday - 10:00hrs to 23:30hrs Sunday - 12:00hrs - 23:00hrs

About the business

TRADE SPACE

The bar is sea facing with seating at the front and a pool table to the side, there is room for 5 tables outside. There is a covered smoking area at the back of the pub. Currently the pub shows sport and has pool and darts teams.

TRADE SPACE	
Bars	1
Patio areas	1

PRIVATE ACCOMMODATION

Above the pub the principle living area overlooks the sea, there is a separate kitchen and bathroom with 5 bedrooms.

PRIVATE SPACE	
Private Rooms	12
Lounge	1
Double bedrooms	5
Private Kitchen	1
Bathrooms	2
Toilets	2

FINANCIAL INFORMATION

Entry costs approx £23,550 which includes fixtures and fittings, stock, glassware, crockery, cutlery, fuel and cleaning materials, legal, brokers and stocktaking fees, training fees, schedule of condition, working capital and deposit (25% of head rent, minimum £6,000). ** Please note the successful applicant will need to be able to fund additional Fixtures and Fittings to go with the refurbishment/investment planned.

RENT INFORMATION

Annual rent	£25,000 per annum
Weekly rent	£480.77 per week fixed
Notes	£25,000 per annum, £480.77 per week fixed and subject to annual RPI increase, which is capped. Paid weekly by direct debit. Machine income free of tie.

Brokers	£675	Legal	£825
Deposit	£6,000	Stocktaking fees	£150
Fixtures & fittings	£8,000	Working capital	£6,000
Other costs	£1,900	Total entry cost	£23,550

ESTIMATING TURNOVER

You will need to estimate the turnover you expect to achieve from the pub, with regard to food and accommodation (if applicable). Barrelage figures are given to assist you with calculations.

Calculators to help you are available on the business planning section of our website.

TRADING VOLUMES

YEAR	BEER (BRLS)	WINE & SPIRITS (LTRS)	MINERALS (LTRS)
2018/19	186	1,205	3,181
2017/18	170	1,249	3,326
2016/17	203	1,393	4,508
Volume notes			



"I am looking ideally for an experienced hands on operator for this seasonal pub. Successful applicants need to take pride in delivering a great drinks range and be able to work with the community and tourists alike. You should be able to adapt both operationally and financially with a seasonal business."

James Pearson, Business Development Manager

WHY CHOOSE US?

By choosing Greene King, you'll be joining one of the UK's most successful and respected leased and tenanted pub companies. With a heritage of running pubs and brewing beer that can be traced back over 200 years, at Greene King we're proud of our history and confident that, as the country's leading pub retailer and brewer, we can help make your pub the success it deserves to be.