admiral
TAVERNS



ALEXANDRA, DARWEN

ALEXANDRA, DARWEN, BB3 1NL

- Strong established community local
- Fantastic large beer garden
- Zero business rates*

YOUR INVESTMENT:
£11,000

CALL **01244 321 171** FOR MORE DETAILS

DESCRIPTION

The Alexandra is a traditional community pub nestled in the heart of Darwen, a historic market town in Lancashire, England. Surrounded by residential homes and local shops, the pub is perfectly positioned at the centre of a close-knit community. Darwen boasts a rich industrial heritage, once a prominent hub for textile production during the Industrial Revolution. Today, it blends historical charm with modern convenience. The town lies near the scenic West Pennine Moors, with the River Darwen winding through it, eventually feeding into the River Ribble, one of the North West's longest rivers. A standout local landmark, Darwen Tower—also known as Jubilee Tower—sits proudly on the moors, offering sweeping views and commemorating Queen Victoria's Diamond Jubilee of 1897. Well-connected by road and rail, Darwen offers easy access via the A666, linking it to Blackburn and Bolton, and is served by direct trains to Manchester Victoria, Clitheroe, and surrounding towns. This makes The Alexandra not only a beloved local pub but also a welcoming stop for visitors exploring this historic and accessible part of Lancashire.

Pub Layout

The pub offers a unique and versatile layout, centred around a central servery bar that seamlessly serves both the main bar and lounge areas. This design ensures smooth, efficient service throughout the venue. The lounge room provides a relaxed and welcoming atmosphere, featuring a comfortable mix of fixed bench seating and low-level chairs, complemented by a blend of carpeted and tiled flooring. Soft furnishings add a homely touch, while a small raised area with an open fire enhances the cosy, inviting feel—perfect for dining or unwinding with friends. Entertainment is well-catered for with a pool table, multiple TVs showing live sports, and a dedicated DJ area equipped for live music, karaoke, and quiz nights. The main bar area offers a more vibrant, social setting, with hardwood flooring, high bar stools, and bench seating around the windows. The space is designed for active engagement, featuring dartboards, a second pool table, and live sports screens, making it a lively games room atmosphere. A well-equipped catering kitchen on site supports a food offering for the lounge and snacks for the bar area, adding flexibility to the venue's appeal. Outdoors, a decked area

TRADING STYLE

The Alexandra is a predominantly wet-led community pub that takes pride in delivering an excellent drinks experience. While the focus is firmly on its diverse and well-curated drinks menu, the pub also offers a midweek food selection and traditional Sunday roasts, creating a balanced and enjoyable visit for guests. With wet sales making up 80% of its trade, The Alexandra clearly resonates with those seeking great value and a welcoming atmosphere. The pub also serves as a versatile venue for private functions and events, with seating for around 100 guests, making it an ideal location for celebrations, family gatherings, and community events. At its heart, The Alexandra is a true community pub. It actively supports local sports teams, hosts darts and pool games, and provides regular live music at weekends, fostering a vibrant and inclusive environment. The current licensees are known for their warm, community-focused approach, which has earned the loyalty of local residents and cemented The Alexandra's status as a beloved local hub in Darwen.

ACCOMODATION

Private Accommodation

The private accommodation consists of four bedrooms, living room, kitchen and a bathroom all in good condition.

FINANCIAL

Annual Rent: £19,500
Security Deposit: £5,000 or the equivalent of three months' rent, whichever is greater
Working Capital: £3,000
Stock: £3,000
Business Rates: £Nil. Based on the April 2023 rating list, the Zero Rates Payable is based on small business rates relief being applied for by the licensee and the licensee only occupying one property for commercial purposes.
Fixtures and Fittings: To be confirmed upon valuation – funding options may be available for the right licensee.
Tie: All drinks categories are tied. For fully funded licensees on long term agreements, we offer free-of-tie options for certain drinks categories in exchange for an annual fee.
For a breakdown on financial information, please refer to the 'Additional Info' tab.

BDM VISION

The Alexandra is already a highly regarded pub, known as a popular community hub. Building on its strong reputation, Admiral Taverns is looking for a dynamic and experienced licensee to take it to the next level. The ideal candidate will be passionate about enhancing the pub's offerings, particularly in drinks and food, ensuring an exceptional experience for all customers. A keen eye for detail, a commitment to high service levels, and an effective social media marketing strategy will be key to pushing this pub's success even further. The licensee will be responsible for maintaining the pub's welcoming, inclusive atmosphere, putting customers first and fostering a friendly, community-driven space. They will also excel at establishing relationships with local charities and community groups, using the pub as a venue to support and champion local causes. Organising regular events, such as league team games, darts, and pool tournaments, will be vital to keeping the pub buzzing with energy. Additionally, the licensee will establish a strong weekly rhythm of activities, including quizzes, live music, and other entertaining events that will appeal to a wide range of people. A solid understanding of marketing and social media is essential to promote these events and foster a sense of community. By combining a community-first approach with engaging activities and a robust online presence, the licensee will ensure the pub remains a key player in the local social scene, attracting both regulars and newcomers. This is an exciting opportunity to take the reins of a thriving pub, enhance its offerings and contribute to its growth within the local community.