



SUBJECT TO
CONTRACT

IRON MONKEY, NEWCASTLE UNDER LYME

NEWCASTLE UNDER LYME, ST5 1RH

AGREEMENT TYPE:
OPERATOR MANAGED

- Town centre location
- Varied entertainment programme
- Lively weekend trade

YOUR INVESTMENT:
£2,000

CALL 01244 321 171 FOR MORE DETAILS

DESCRIPTION

The Iron Monkey is a town centre pub within our Proper Pubs estate, it lies on Iron market, one of the primary streets in the heart of Newcastle-under-Lyme town centre. Newcastle-under-Lyme is a vibrant market town in Staffordshire, England, known for its rich history, lively atmosphere, and strong sense of community. The town boasts a mix of independent shops, cafes, and pubs, making it a popular destination for both locals and visitors. It is home to Keele University, which brings a student population that contributes to the town's energy and nightlife. The pub benefits from its central location on the main circuit for both daytime shoppers and those enjoying an evening out in the town's vibrant hospitality scene.

Pub Layout

The Iron Monkey is a lively and vibrant pub offering a variety of seating options, from high poseur tables to cosy booths perfect for larger groups. A favourite among locals, the pub features a well-loved pool table and a dynamic space for both relaxation and socialising. The ground level combines soft carpet with stylish tiles, leading to the main bar area, where a polished wooden floor invites vertical drinking and dancing. The well-stocked bar is the heart of the pub, catering to every taste with an extensive range of drinks. For those seeking a quieter setting, the zoned snug areas provide a more intimate atmosphere while still keeping guests close to the action. Whether you're here for a relaxed evening or a lively night out, The Iron Monkey has something for everyone.

TRADING STYLE

The Iron Monkey offers a dynamic and diverse weekly entertainment schedule designed to engage the local community. Midweek activities such as free pool, poker, roulette karaoke, providing regulars with enjoyable experiences throughout the week. As the weekend approaches, the atmosphere becomes even more vibrant, featuring live music, DJs, and additional karaoke sessions that draw in larger crowds. The Iron Monkey commitment to fostering community spirit is evident in its history of successful charity and community events, which have been met with support from locals. To maintain its appeal, The Iron Monkey consistently delivers high retail standards, offering an impressive range of top-quality products and exciting weekly promotions that ensure great value for money. It focuses on the local student population on a Tuesday & Thursday with further enticing promotions.

ACCOMMODATION

Private Accommodation

The private accommodation is situated on the third floor and consists of three bedrooms, domestic kitchen, storeroom, living room, bathroom all of which are in good condition.



3+ Private
Bedrooms



Live Music



Sports Teams

FINANCIAL

Security deposit: £2,000

Estimated Annual Turnover (Net): £320,000

These figures are based on our Business Development Managers assessment of the trading potential of this pub and are intended for guidance purposes only.

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.

- **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

Steph Briggs the Business Development Manager is seeking a couple or individual who has the energy & passion to continue to drive this great business forward. The ability to adapt to the varied clientele and create a safe and welcoming space for all is essential. The ideal applicant will be able to demonstrate a good understanding of the local marketplace as well as being community focused and have previous knowledge in running a similar pub. This pub is not suitable for first time operators.

If you're ready to make a positive impact on the local community while driving the success of the pub, we want to hear from you!



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