



The Royal Carlton Hotel

Ref: 5646770

343-347 South Promenade, Blackpool, FY1 6BJ

Freehold: £900,000

40 bed hotel

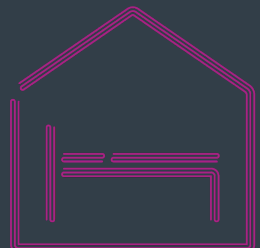
Popular seaside location

Bar & restaurant

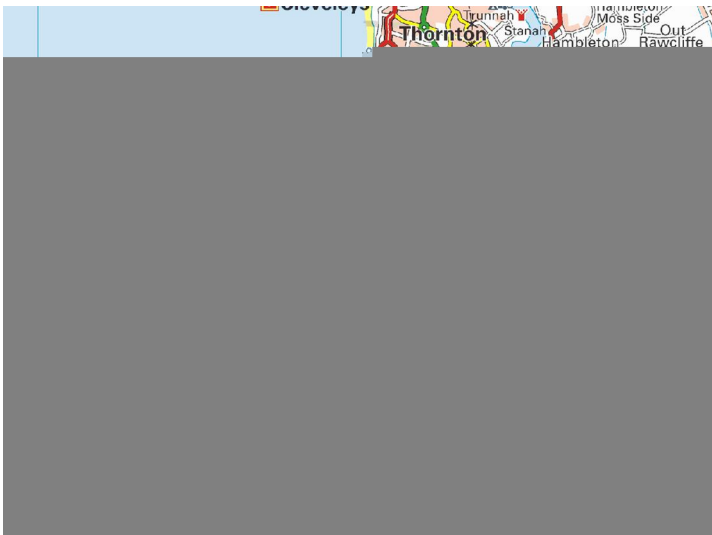
Superb terrace (58)

Starbucks "Proud to Serve" agreement

Energy Rating C



The Royal Carlton is a 40 bed sea-front hotel with lounge bar and dining space, and a sizable external trading area to the front, which is split level, in a terraced style. The property comprises an end-terrace three storey purpose-built hotel presented in an Art Deco style. To the left-hand-side of the building is a featured external glass lift shaft.



Location

The property is located on Blackpool Promenade, which is the main tourist and leisure strip within the town. The Property is located between the North and South Shores of Blackpool and is approximately one mile south of Blackpool Tower and 0.6 miles north of Blackpool Pleasure Beach, which are two of the main tourist attractions in the area. The Property benefits from unobstructed sea views from the front elevation.

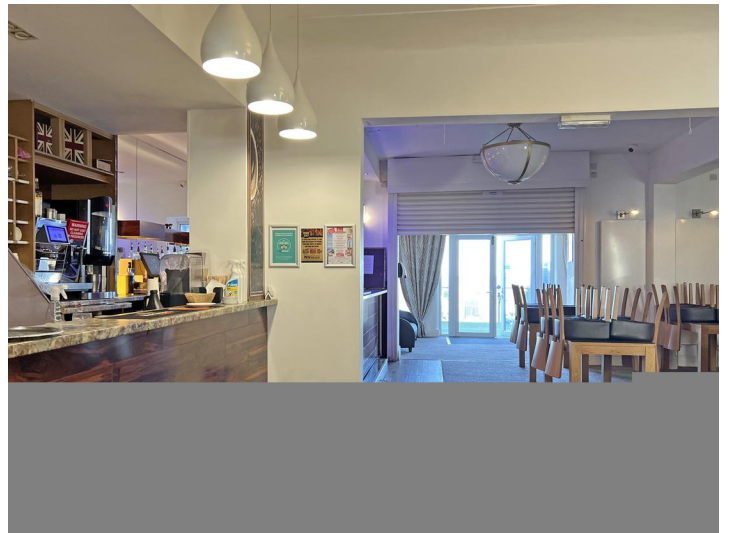
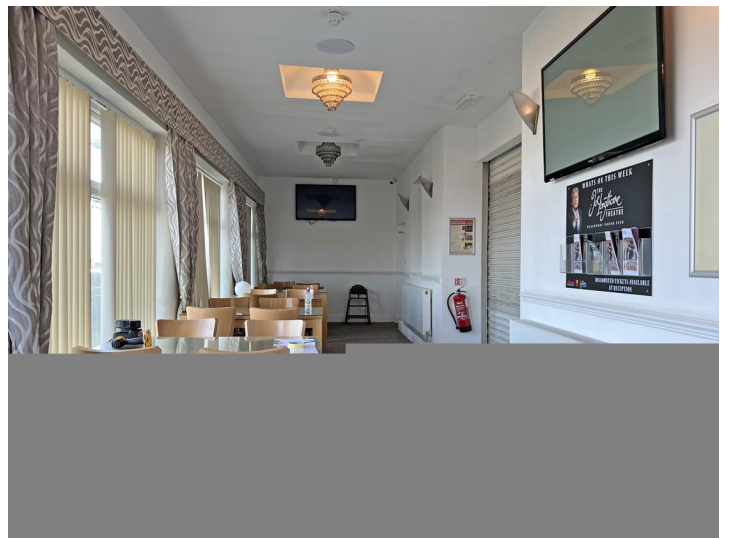
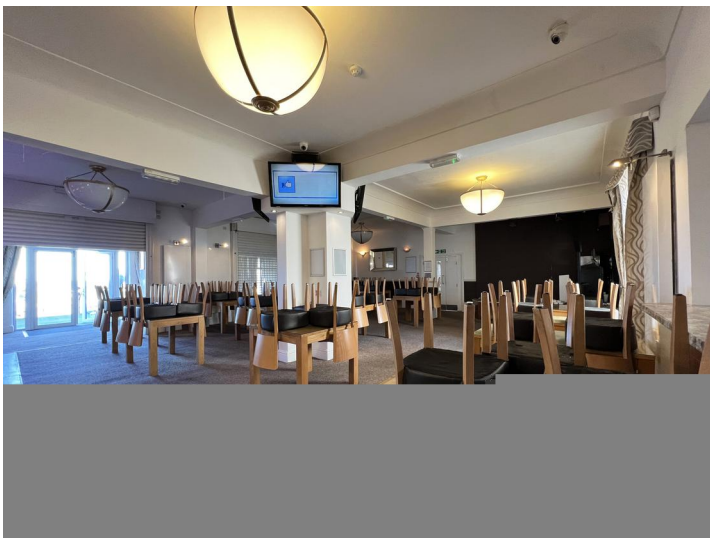
Blackpool offers all year round entertainment and is particularly busy during the tourist season and during the world famous Blackpool illuminations. It is served by excellent transport links with access to Mainline road, rail and airport routes.

Blackpool is the UK's most popular seaside resort with circa 80m visitors in and a tourism economy worth in the region of £1.4b. The town has a population of circa 140,000 and an immediate catchment area of circa 240,000 people. In addition to the numerous global attractions such as Blackpool Tower, the Pleasure Beach, the piers and Winter Gardens, with a number of annual shows and fairs, these include the Blackpool Illuminations which receive circa 3.5m visitors annually, the Blackpool Air Show and the Blackpool Festival.

Blackpool is currently going through one of the UK's most important regeneration projects, the £300m scheme will be the largest single investment in the town for over a century and is expected to create around 1,000 new jobs, bring an estimated 600,000 additional visitors each year, and boost annual spend in the town by around £75m.

Internal Details

The property has two entrances to the front elevation, the right entrance leads into the reception area and lift lobby and the left entrance leads into the public trading area. The trading area is open plan and is a flexible space utilised as a lounge bar and dining space and is currently set up for 74 covers. Within this area there is a bar servery and coffee bar which operates as a Starbucks "Proud to Serve". The lounge bar is the main public space and is also used to host cabaret shows in the evenings. The property is relatively modern and presented in good repair and decorative order in a style and layout commensurate with this type of promenade hotel and in our opinion the hotel does not require major capital investment over and above normal repairs, maintenance and redecoration.



Letting Accommodation

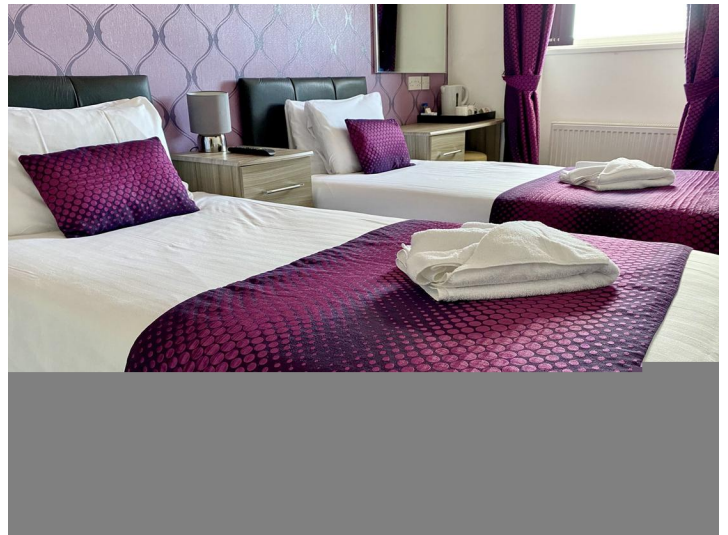
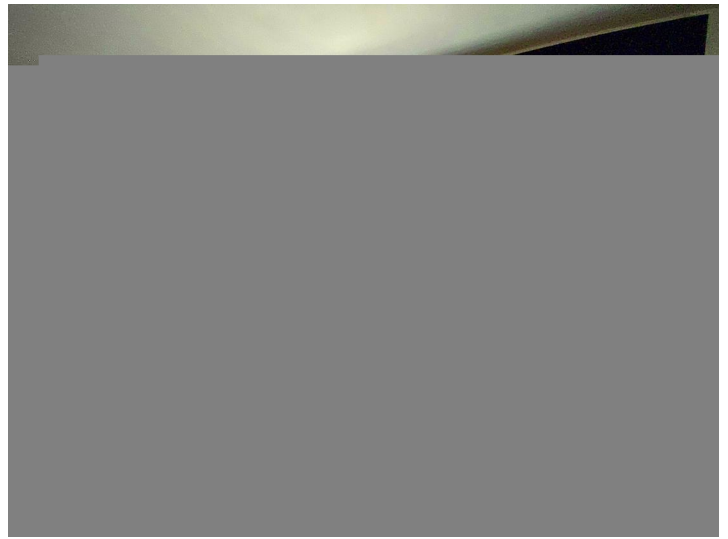
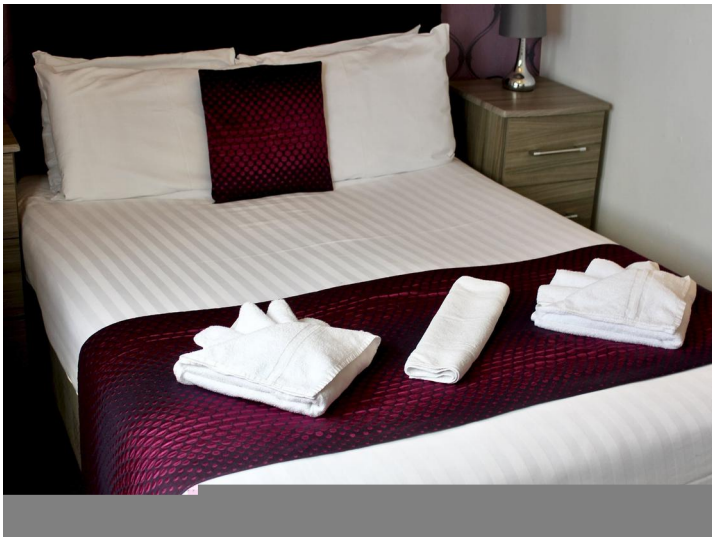
Overall, there are 40 bedrooms which are arranged over all the floors with guest lifts between them. One of the letting rooms is accessible.

The guest rooms are all en suite. Facilities generally include double or twin beds, side of bed cabinets, dressing table and chair, wardrobe, flat screen television and hospitality tray. Each room has key card access. Some of the bedrooms to the front elevation benefit from balconies.

The room configuration is rooms as follows:

- 4 single rooms
- 17 standard double rooms
- 6 premium double rooms
- 9 standard twin rooms
- 4 deluxe twin rooms

Total 30 standard rooms and 10 deluxe rooms.



External Details

The property is set back from the Promenade, with a sizable external trading area to the front, which is split level, in a terraced style with some sections timber decked and others covered in artificial grass. Overall the trading area provides circa 58 covers.

Tenure

We have been advised that the property is held on a freehold title and we have been instructed to offer the opportunity to the market on asset sale basis.

Business Rates

Confirmation of business rates payable should be obtained from the local authority.

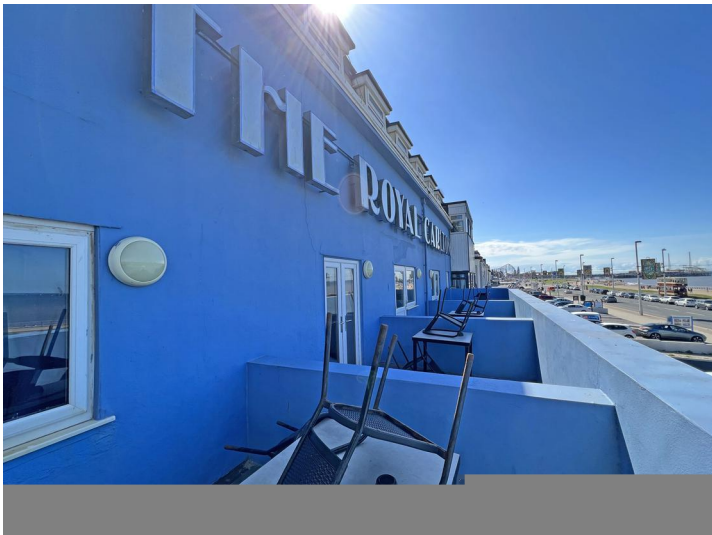


The Opportunity

Due to its location on the Promenade, the target customer base is tourists and is specifically marketed as adult only. We understand that the majority of custom is generated through the Blackpool Promotions booking mechanism. Customers can choose from a bed & breakfast package (also offered through OTAs), half-board packages and all-inclusive packages. Food & drink is generally included in the packages. However supplemental income is also derived from additional drink sales (outside of the inclusive bar period) and from the Starbucks café during the day. The hotel hosts nightly entertainment, with shows including comedians and musicians. There is also a bingo provision.

After 40 years of trading in Blackpool, the owners are looking to lessen their personal workload while maintaining their market brand and position with their other hotels in their portfolio. They would be an opportunity to share operational logistics and overall hospitality experience to the new owners if desired.

The businesses dedicated website is: <https://www.royalcarltonhotel.co.uk/>



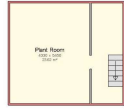
Trading Information

Based on the consolidated accounts, we have adopted an apportionment approach to form an assessment of trade for the property. We highlight our assessment of fair maintainable trade in the table below:

	£	%
Turnover	1,167,073	
Gross Profit	816,951	70.00
Wages	379,226	32.50
Other costs	287,226	24.61
FMOP/EBITDA	150,427	12.89



Gross internal area: 1214 m² (12981 ft²)



Gross internal area: 58832 m² (632011 ft²)



Gross internal area: 33674 m² (36248 ft²)



2nd Floor



1st Floor

Customer Due Diligence Checks

The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Christie & Co employee, or certified copies be provided.

Contact

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:

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Christie Finance is an independent finance broker recommended by Christie & Co. For full information on the finance options available for this business or any other, please call 0344 412 4944.



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