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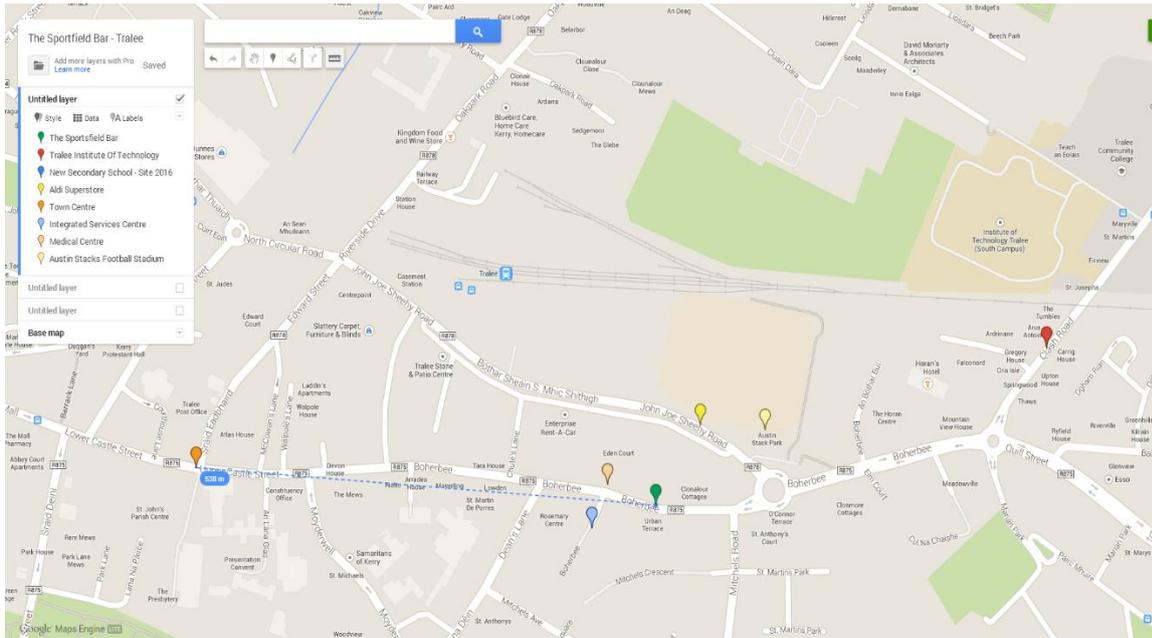
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Sportsfield Bar – Boherbee, Tralee, Co. Kerry

The Sportsfield Bar is 146sqm commercial property located 500m from Tralee town centre, in an area undergoing a state sponsored urban rejuvenation project. The rejuvenation project will create a modern residential and commercial sector in the town and is expected to be oversubscribed. Other facilities within 500m of the property include a university of 4000 students and faculty, student residential areas, a major regional football stadium accommodating over 15000 people, a regional hospital and a number of upcoming business projects for the area.



Map and Proximity to key locations



Property Details

- Area –** 146sqm
- Site -** .14acre
- Use -** Licensed bar
- Tenant -** Currently occupied – tenant lease expires July 2016.

After lease expiry date the current tenant has option to renew on a standard commercial lease at the open market rental value. Under current lease landlord responsible for structure. If renewed this can pass to tenant but might trigger a structural survey to establish a base line for the current structural state of premises.

Yearly Rental Income - €16,000

Details of current use

- Opening hrs -** 14hrs daily
- Main Activity-** Bar facilities @ 40% optimum usage
- Other Activities -** Events

Comments - The pub has low operating costs due to its size. The open fireplace in the front section of the pub heats this area on cold days at a low cost. The local council RATES cost €2035 per year.

The current tenant has a good day trade and opens daily at 10AM to capture the day business. However he is not maximising the potential of the premises, the current activities exclude a number of key functions that can be served by such a premises including catering, student involvement and traditional weekend use.

Potential for additional revenue streams

Serving food catering to;

1. Local residents
2. Commercial enterprises employees (lunch times)
3. Secondary school students (lunch times)
4. University students studying and living in the area
5. Sporting events
6. Labour involved in the urban rejuvenation project

Closer ties with the university;

1. Potential to create a location for students for use during weekdays
2. Student unions can cooperate with business owners in order to market “student nights” and events

Traditional pub culture;

1. Cater to the weekend users who will visit the town centre, live music nights etc.

Similar Ventures Currently operating in the area –

- 1. Bailey’s Corner (town centre)**
 - a. Lunch and dinner
 - b. Weekend use

Comment – This bar has significant lunch trade but is located in the town centre for this business.

- 2. Hennessey’s Bar (Town Centre)**
 - a. Sports Bar
 - b. Student promotions
 - c. Weekend use –Events (21st parties etc)

Comment – This bar runs student promotion nights along with viewing all major sporting events. There is also a betting office in the next building.

Additional information about the location of the pub - Boherbee

- Tralee Town Council is involved in a multimillion-euro regeneration of the Mitchel/Boherbee Area where the pub is located. The Community Regeneration Project is being developed as part of the RAPID Programme, the main objective of which is to target urban centres that have not benefited from economic growth for priority funding under the National Development Plan. The whole area has been zoned for commercial and residential redevelopment. Local government has indicated that both residential and commercial planning permission is available. This creates the potential for the business to expand and thrive in the redeveloped area.

- Integrated Services Centre Building located opposite the Sportsfield Bar.

The Integrated Services Centre Building is seen as the lynchpin of the multi-million euro Mitchells Regeneration Project in Tralee. The building has just been completed and provides a wide range of community, health and education services to residents. It will have a staff of 40 people plus visiting traffic for services. The increased traffic and residents services will provide an opportunity for the business to benefit.

- A New Secondary School is planned in Hawley Park by 2016/17. This site is the forerunner as the location for the New Gael Scoil which will have a staff count of 30 and a student count of 450. Providing the students and faculty with lunch services has potential to create a steady daily clientele and is a proven sustainable source of income for similar businesses.

- Medical Centre being built in Boherbee beside the Pub

Once completed this centre will give additional business and activity in the area.

- ALDI Super Store located behind the Sportsfield Bar on John Joe Sheehy Road brings significant activity to the area due to the popularity and size of the store. As it is classed as a Superstore it has larger customer numbers than a standard store.

- Close proximity to Austin Stacks Football stadium where all major county and inter-county games are played throughout the year. The Sportsfield Bar business benefits hugely before and after these events due to its unique location so close to the stadium.

- The Sportsfield is the nearest pub to Tralee Institute of Technology and its surrounding accommodation. There are over 4000 students and faculty who are currently not serviced by a similar enterprise within walking distance.

- The adjoining property is also for sale creating potential to purchase a large area for development. This adjoining property has an entrance to two roads - Boherbee road (same as the pub) and John Joe Sheehy Road at the rear of the Sportsfield Bar. See map below.

