**THE CEDAR TREE, 1 HIGH STREET, BAGSHOT, GU19 5AG**

# ABOUT THE OPPORTUNITY

## WHY INVEST?

**Transformational refurbishment planned!**

An extensive refurbishment at this beautiful pub in the tranquil town of Bagshot. This will include a complete redecoration and refurbishment to the indoor and outdoor trading spaces. The refurbishment will open the dining space and add a feature brick wall. We will also be refurbishing the bar servery and reducing it to create more trading space.

Externally, we will be rejuvenating the garden space, forming a new attractive seating area. Improvements will be made to the car park and the pub will receive a face-lift with brand new signage. This will be a truly great pub, with a great atmosphere.

**Town centre location**

The pub itself is located in Bagshot. Bagshot is a town in the Surrey Heath borough of Surrey. The pub is surrounded by lots of natural beauty that Surrey has to offer. The Cedar Tree sits on the high street of the town with great standout for lots of pedestrian footfall and cars passing by. The pub benefits from strong demographics, with 58% high affluence and 23% medium banding residing within a ten-minute walk time of the pub. There are five additional pubs within a ten-minute walk time to the Cedar Tree. The Cedar Tree's offering will be a 'premium local' which there is a gap in the market for in the local area.

**Unmatched potential**

The Cedar Tree will slot into a gap in the local market, offering good food and unique atmosphere to compete with the local competition. The refurbishment will allow to open the dining space for additional covers, while retaining the bar area which will act as a traditional bar & drinking space. It will boast some 68 interal covers and 60 external. All we're looking for is the right operator that can drive a rhythm of the week, offer great food and a unique atmosphere...

## SO, COULD THAT BE YOU?

# ABOUT THE OPPORTUNITY

## TARGET CUSTOMERS

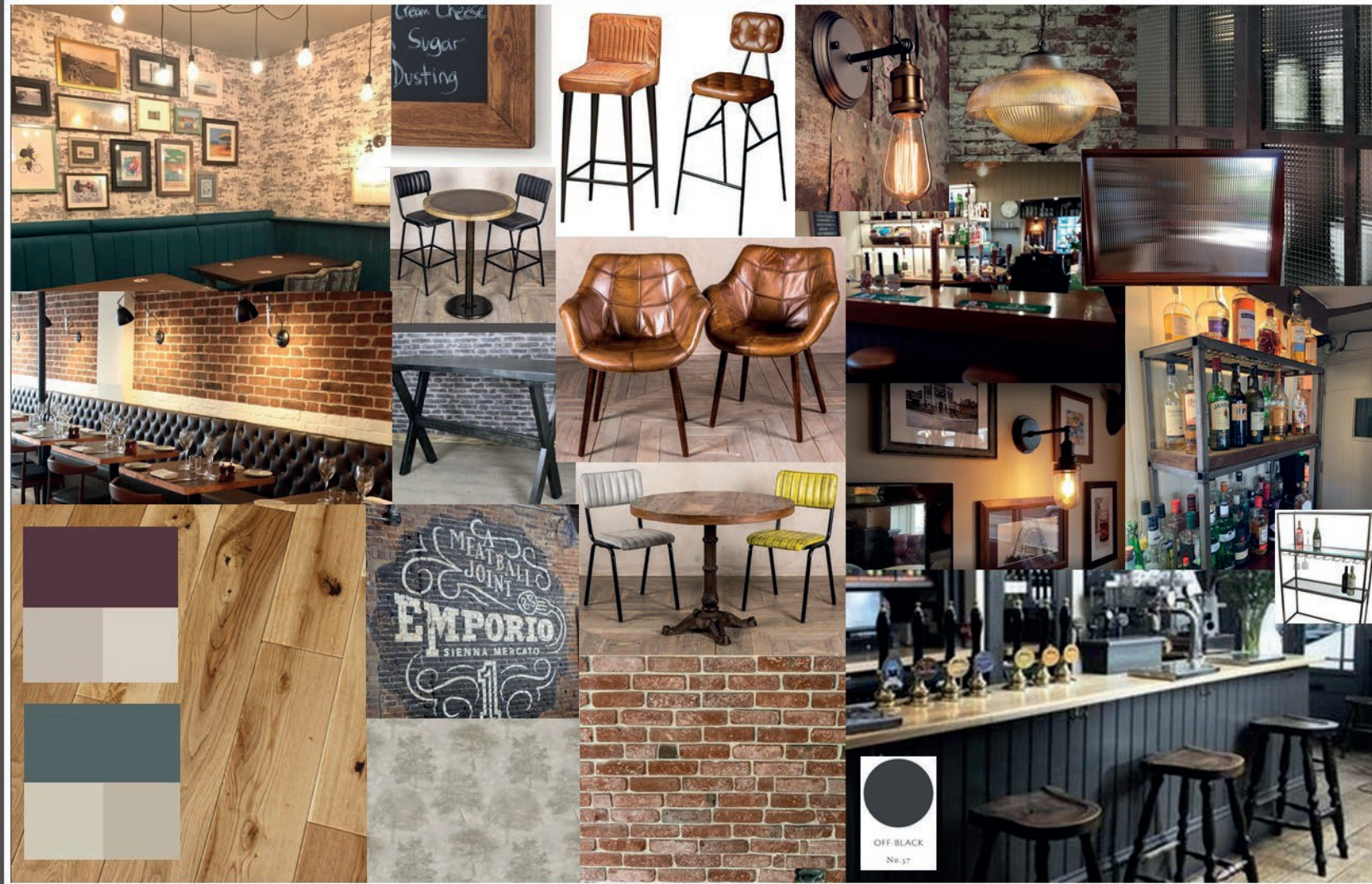Post-refurbishment, the Cedar Tree will appeal to a broad spectrum of customers, including:

- A wide range of consumers and will attract affluent, local residents and families
- Consumers willing to travel for some great food & drink with a warm, welcoming atmosphere
- Couples and professionals looking for a drink or bite to eat throughout the week

## OFFER

These customers will enjoy a fantastic offer driven by a quality operator, including:

- Quality, traditional pub food
- Premium drinks offer including lagers, craft beers, wines, ciders and spirits.
- A coffee offer to increase daytime trade
- Weekly sport, quiz and theme nights throughout the week
- Student nights and community events such as PTA nights

# FLOOR PLANS & FINISHES
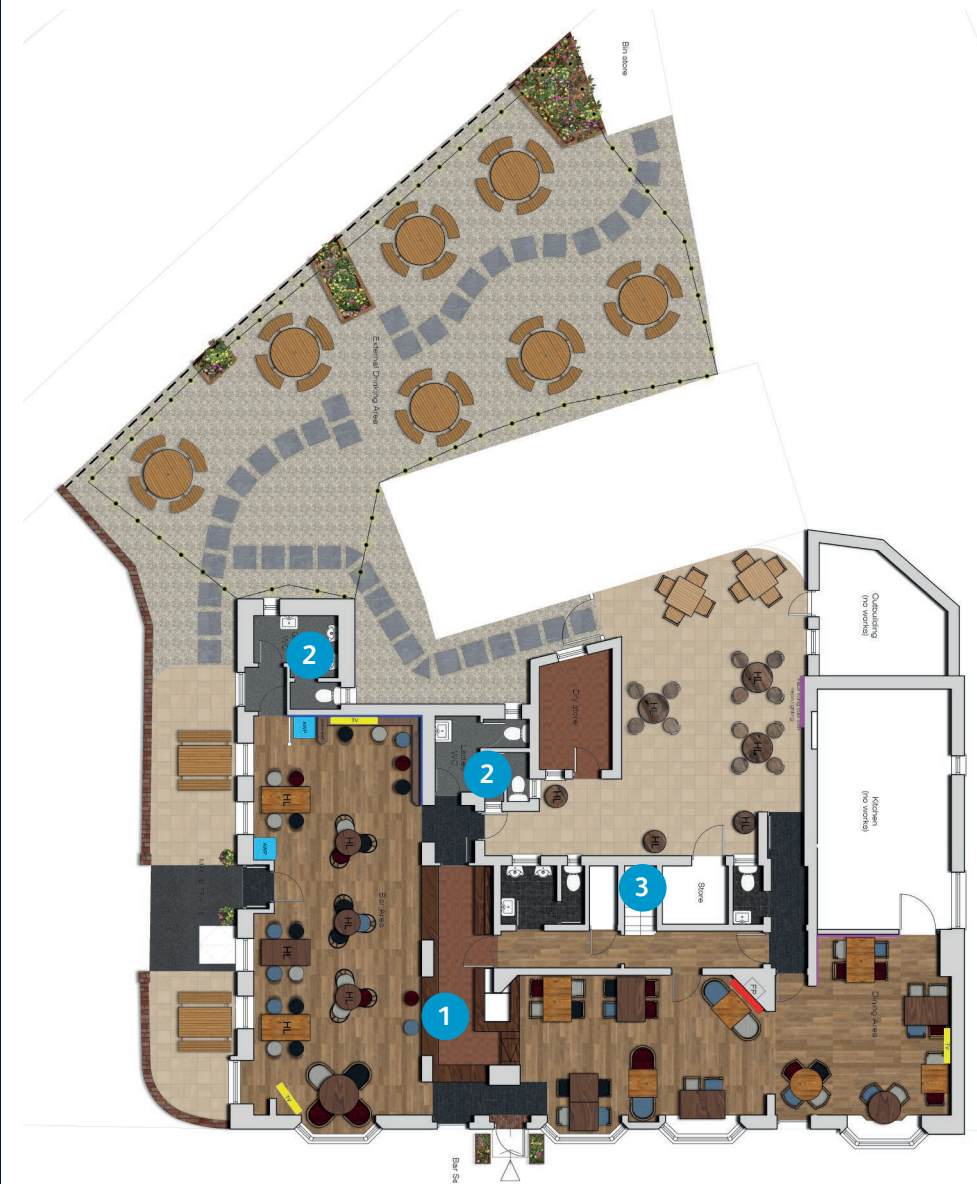
## 1 TRADE AREA - GENERALLY

Works will include:

- Full internal redecoration to trade public areas
- Demolish section of wall to form more open trade area
- New lighting, positions including dimmer sliding/er system based upon designer's layout to energy efficient lamps
- Retain the section of existing bar, and provide new where wall removed
- Reclad retained bar; overhaul retained under counters to existing bar servery
- New glazed screen and shelving
- New timber floor, new bar vinyl, new bar walk tiles
- Manufacture and install sections of fixed seating to design layout
- General repairs

## 2 TOILETS

- New vinyl flooring
- Refurbish sanitaryware
- Decorations throughout and wall tiling

## 3 GENERAL WORKS

- Paint cellar and provide smart dispense
- Service boiler
- Localised plumbing to revised bar layout
- New lighting and small power layout to suit design
- Check and certify fire alarms and emergency lighting
- Ensure property is compliant for electrical, gas, emergency lighting and fire alarm systems
- Update managers accommodation to acceptable standard

# EXTERNAL REFURBISHMENT



## SIGNAGE AND EXTERNAL AREA

Works will include:

- New fence / screening
- External redecoration of main pub building to include previously painted surfaces only
- New signs and lights to current design and subject to planning approval

# FIND OUT MORE

This project will significantly enhance the business's potential and we would ike to see you bring your own ideas and flair to make the most of this great opportunity.

Interested? Call us today.

📞 **08085 94 95 96**

Or visit

🖱 **www.starpubs.co.uk**