

About the Opportunity



Why Invest?

Exciting Investment Opportunity: The Royal Pub Refurbishment Underway!

Located at the heart of Silsden, this stone-built pub stands proudly atop a flourishing Yorkshire village, offering a unique investment prospect. With a demographic characterised by medium affluence and a strong presence of mature clientele, the pub boasts a substantial local reach. Within a 10-minute walk, 1955 residents can easily access the pub, with 5372 within a 20-minute stroll. Amidst competition, the Fisherman Inn emerges as the most relevant contender in the family dining segment.

Elevate Your Investment: Witness the Transformation

Once refurbished, the pub will emerge as the area's prime community hub, catering to a diverse range of local customers seeking quality experiences. Boasting upgraded consumer finishes and a revamped exterior, the pub will radiate appeal from the bustling road, marking a significant investment milestone. Targeting couples, cask ale enthusiasts, and daytime patrons, its allure lies in providing a superior environment and an exceptional entertainment offering, including live sports and engaging pub games. For the discerning licensee, this opportunity represents a solid investment.

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Target Customers

When refurbished, the Royal will appeal to:

Local Couples Seeking Quality Time:

- Local couples are drawn to the pub's inviting atmosphere and upgraded amenities, making it ideal for romantic evenings or relaxed socializing with friends. They appreciate the diverse drink selection and entertainment options available, ensuring an enjoyable experience each visit.

Scenic Sippers and Day Trippers:

- During daylight hours, socialisers find the pub to be an inviting space for relaxation and camaraderie. They appreciate the opportunity to catch up with friends over drinks in a comfortable setting, drawn to the lively atmosphere and the chance to connect with fellow patrons.

Beer Connoisseurs:

- Beer connoisseurs are attracted to the pub's extensive selection of beers, ranging from traditional ales to modern craft brews. They appreciate the establishment's commitment to offering a diverse range of high-quality beverages, ensuring there's something to suit every palate.

Local Social Hub Seekers:

- Community-oriented residents embrace the pub as a central gathering place for local events and socializing. They value the sense of community fostered by the establishment's welcoming environment, enjoying participating in pub games, sports events, and other entertainment offerings.

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The Offer

When refurbished, the Royal will offer:

Drinks:

- Indulge in a superb selection of beverages at the Royal post-refurbishment. Expect premium draught lagers, a variety of craft ales, fine wines, spirits, and refreshing soft drinks.

Coffee:

- Start your day right with a satisfying cup of coffee with a carefully curated selection. The specifics will be tailored by the operator, ensuring a coffee experience tailored to individual preferences.

Events:

- At The Royal, enjoy more than just a pub experience. Immerse yourself in the excitement of live sports, engage in friendly pub games such as darts and pool, and enjoy occasional entertainment during special occasions.

Internal Mood Board

RE WAX EXISTING SEATING

LEATHER UPHOLSTERY

F&B OFF WHITE CEILING COLOUR

ENHANCE DART BOARDS

NEW WALL LIGHT FITTINGS

NEW CEILING LIGHT

REFURBISH EXISTING FURNITURE

F&B VERT DE TERRE WALL COLOUR

FABRICS

WOOD EFFECT VINYL

REFURBISH EXISTING STOOLS

NEW ARTWORK

RECLAIMED TIMBER WALL WITH GHOST SIGN WRITING

BAR FRONT

STONE EFFECT VINYL

NEW CEILING GANTRIES

NEW POSEUR TABLES

F&B HAGUE BLUE BAR COLOUR

REPAINT BAR FRONT

NEW OVER BAR LIGHTING

NEW ARTWORK

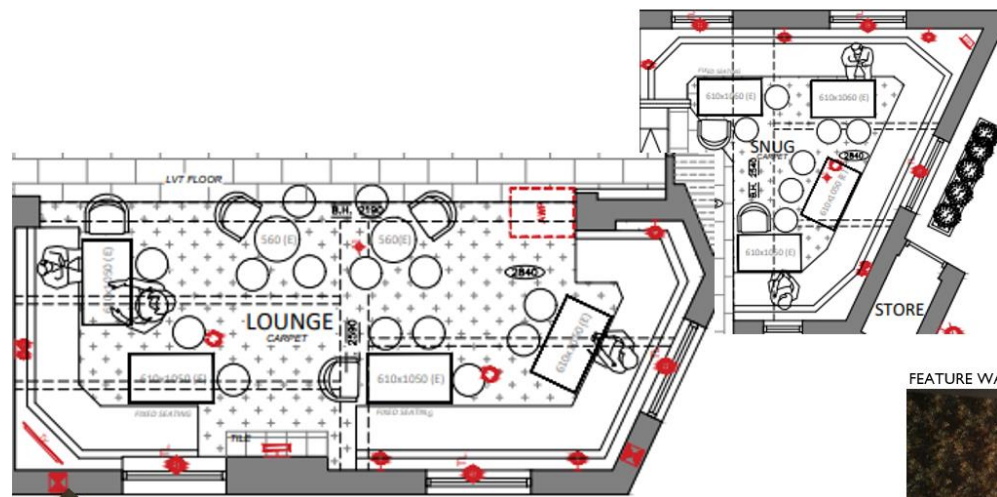
RECLAIMED TIMBER WALL WITH GHOST SIGN WRITING

BAR FRONT

STONE EFFECT VINYL

FLOOR PLAN LABELS: 610x3050 (E), 360 (E), 160 (E), 610x3050 (E), 500 SQ POSEUR (N), PRIVATE, BAR SERVERY, GLASS WASH, BAR SERVERY, 500x700 POSEUR (N), AMP, ACTIVITY

Internal Mood Board



FEATURE WALLPAPER

F&B OFF WHITE CEILING COLOUR

NEW TABLE LAMPS



STONE EFFECT VINYL



FABRICS



REFURBISH EXISTING FURNITURE



REFURBISH EXISTING STOOLS

F&B VERT DE TERRE WALL COLOUR

CLEAN EXISTING FIXED SEATING

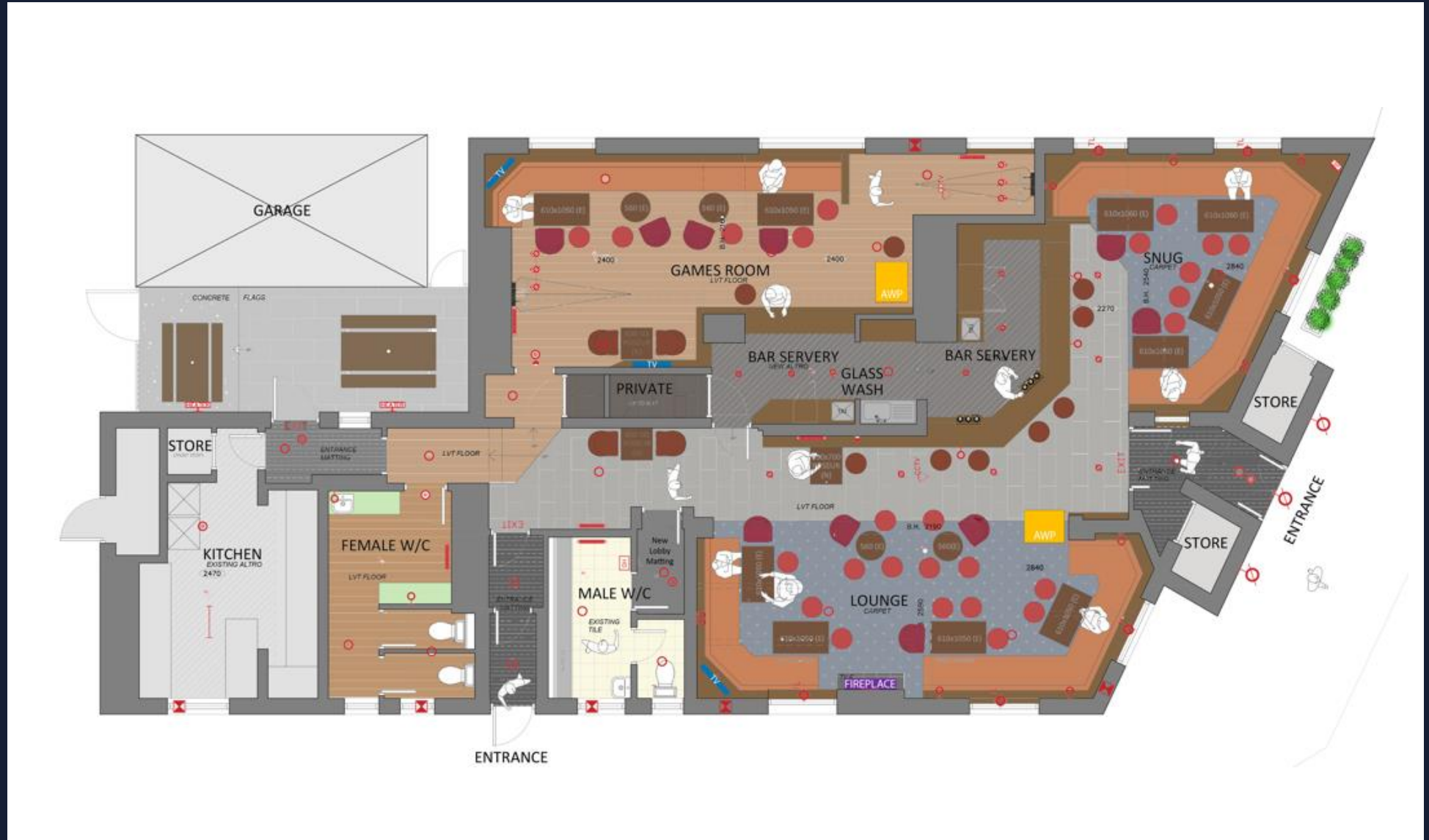


NEW ARTWORK



CARPET DESIGN

Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas

- Retain and refurbish existing hand pulls.
- Remove second hand pull, infill bar top, and strip and re-polish bar tops.
- Replace overbar canopy in the Snug with metal.
- Remove panels from bar front in the Games room and repaint.
- Install tiling on the back bar.
- Install new Altro flooring and replace carpet with LVT flooring.
- Refurbish existing furniture and incorporate new pieces.

2 Lounge Area

- Deep clean existing fixed seating upholstery.
- Replace existing fireplace with a new electric fire.
- Introduce new furniture as depicted and refurbish existing loose furniture.
- Enhance ambiance with new bric-a-brac by specialists.
- Install new carpet underlay and edge trim.
- Conduct full redecoration, including feature wallpaper.
- Upgrade lighting with new decorative fittings and LED lamps.



Floor Plans & Finishes

3

Games Room

- Refurbish leather on fixed seating backs and reupholster seat squabs.
- Refresh existing furniture and introduce new pieces as depicted.
- Enhance ambiance with new bric-a-brac by specialists.
- Replace carpet with LVT flooring.
- Conduct full redecoration.
- Install new decorative light fittings and upgrade existing ones with LED lamps.

4

The Snug

- Deep clean existing fixed seating.
- Refurbish existing furniture and introduce new pieces as depicted.
- Enhance ambiance with new bric-a-brac by specialists.
- Replace carpet with new underlay and edge trim.
- Conduct full redecoration.
- Install new LVT stone effect flooring around the bar.
- Enhance lighting with new decorative fittings and upgrade existing ones with LED lamps.



Floor Plans & Finishes

5

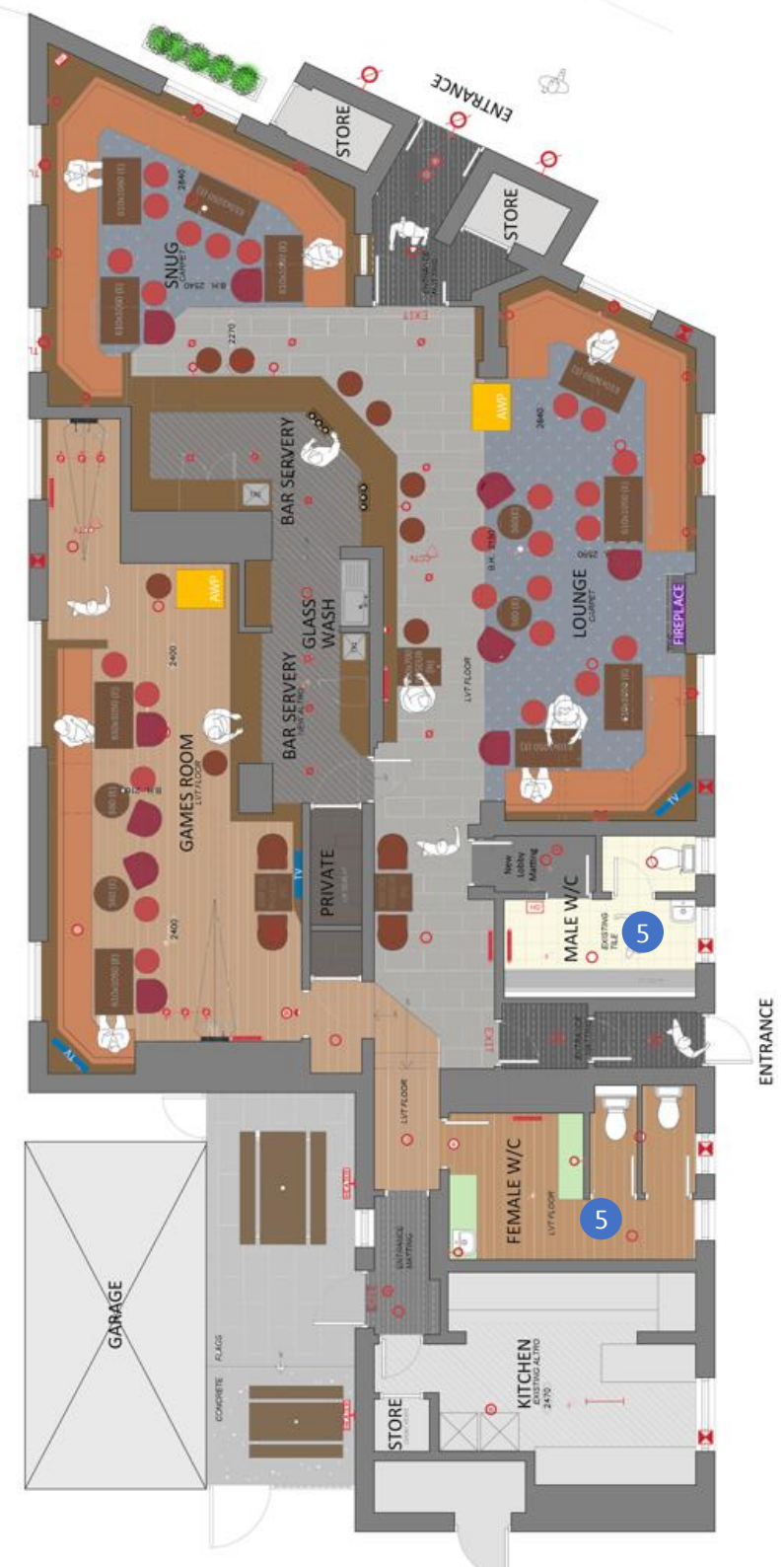
Ladies & Gents Toilets

Ladies:

- Install new LVT flooring.
- Replace vanity unit top and add new mirrors and hand dryers.
- Install dado boarding and V groove.
- Conduct full redecoration of all painted surfaces.
- Skim Artex and complete decorating tasks as needed.

Gents:

- Install new lobby matting.
- Conduct an industrial clean of tiled floors.
- Skim Artex and areas behind radiators.
- Overhaul fan system.
- Conduct full redecoration of all painted surfaces.
- Install new mirrors and hand dryers.
- Industrial clean urinals and replace cisterns.
- Install new radiators and tiling over urinals.
- Skim Artex and complete decorating tasks as needed.



External Refurbishment

Signage and external works

- Full external redecoration and repairs
- New signage scheme with new lighting
- Form boxed hedging above front entrance
- Repair soffit to front elevation
- New planting to horse trough





FIND OUT MORE

This project will significantly enhance the business's potential and we would like 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

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