



● The White Swan, 11 Woodmarket, Kelso, TD5 7AT ●

# About the Opportunity



## Why Invest?

### Exciting Investment Opportunity: The White Swan Refurbishment Underway!

Located in the picturesque market town of Kelso in the Scottish Borders, this pub occupies a prime position in the vibrant market square, surrounded by an array of independent businesses. Kelso racecourse hosts around 15 meets from September to May, attracting over 40,000 visitors annually. The town is experiencing growth, with new housing developments and an influx of younger households and families, making it an ideal investment opportunity.

### Elevate Your Investment: Witness the Transformation

The upcoming refurbishment will give the pub a fresh and inviting look, blending modern elements with traditional pub features. Offering an extensive drinks range featuring premium lagers, craft beers, and ales, alongside a menu of crowd-pleasing dishes and a dedicated coffee offering, this pub is set to become a favourite among locals and visitors alike. From lively quiz nights to local music acts and live sports events, there will be something for everyone to enjoy. Don't miss out on this exceptional opportunity to establish your presence in Kelso's vibrant hospitality scene.

# About the Opportunity



## Target Customers

When refurbished, The White Swan will appeal to:

### Local Villagers Seeking Quality Social Experience:

- Families looking to enjoy quality time together will find this pub an ideal spot, with its spacious layout accommodating both dining and socialising. With a welcoming atmosphere and a menu tailored to please all ages, it's the perfect place for memorable family outings.

### Casual Diners from Surrounding Towns and Villages:

- Day trippers and visitors to Kelso will be drawn to this pub's prime location in the bustling market square, offering a taste of local hospitality and culture. Whether stopping by for a refreshing drink or a hearty meal, they'll find a warm welcome and plenty of options to satisfy their cravings.

### Typical Social Sports Fans:

- Sports enthusiasts will flock to this pub for its dedicated areas for watching live sports events, ensuring they never miss a game. With a wide range of beverages and a lively atmosphere, it's the ultimate destination for cheering on their favourite teams.

# About the Opportunity



## The Offer

When refurbished, The White Swan will offer:

### Drinks:

- Patrons can indulge in an extensive array of beverages, from premium lagers, craft beers, and ales to a wide selection of soft drinks, wines, and spirits, ensuring there's something for every taste.

### Food:

- Satisfy cravings with a menu filled with crowd-pleasing dishes, offering something delicious for everyone to enjoy, whether it's a hearty meal or a light bite.

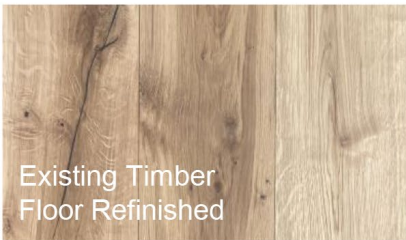
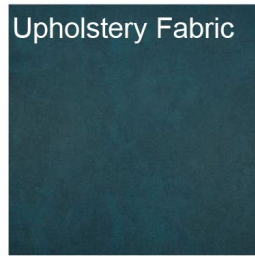
### Coffee:

- Start your day or unwind with a quality coffee offering, providing a perfect pick-me-up or a relaxing moment to savour in the cosy atmosphere of the pub.

### Events:

- Guests can experience the excitement with a regular lineup of entertaining events, including quizzes, local music acts, and live sports screenings, ensuring there's always something happening to enhance the pub experience.

# Internal Mood Board



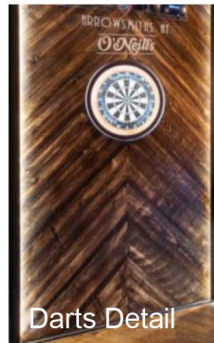
# Internal Mood Board



Create Feature Lounge with fireplace



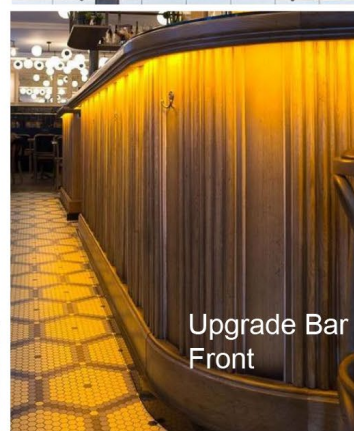
Back Fitting Detail



Darts Detail



Lighting



Upgrade Bar Front



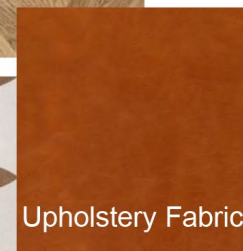
New Fixed Seating



New Furniture



Feature Parquet Flooring



Upholstery Fabric



Tiled Bar Apron

# Rendered Floor Plan



# Floor Plans & Finishes

## 1 General Trade Areas

- Install 12 double USB sockets and conduct asbestos survey.
- Remove old manifestations and stickers from glazing.
- Paint walls unless specified; all details pending listed building approval.
- Ensure smooth plastered ceilings; adjust for asbestos.
- Prepare windows for new dressing and use specified floor finishes.
- Coordinate fire alarm and emergency lighting with FRA.
- Install new decorative lights and dimmer system compatible with LED lamps.
- Retain and refurbish existing furniture, supplement with new.
- Incorporate local history and themed bric-a-brac.
- Add one double bottle cooler to back bar.
- Provide new toilet equipment and AV installation.
- Include new signage, external lighting, and specialist sign writing.
- Account for tech services works based on survey.





# Floor Plans & Finishes

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## Front Bar Area

- Retain existing timber flooring; install feature ceiling-mounted curtain pole.
- Create mid-height fixed seating with fully upholstered footrail.
- Apply limewash painted finish to walls; replace low-level paneling with reclaimed timber.
- Replace old shelving with internally lit wine display.
- Install feature tiled bar apron and construct new bar carcass.
- Incorporate till point and install new bar pumps.
- Install metal over bar with lighting and ribbed glass.
- Create full back fitting including double bottle cooler, coffee machine, and display shelving.
- Install tiling or patina'd mirror to rear of upper back fitting.



# Floor Plans & Finishes

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## Rear Bar Area

- Feature flooring and wallpaper as indicated.
- Retain existing bar front; incorporate tiled detail and moldings.
- Create full new upper back fitting with displays, wine storage, and shot dispenser space.
- Relocate tile and infill back bar.
- Include fully upholstered dining-height seating.
- Install low-level timber screen with ribbed glass for zoning.
- Include TVs and full AV system; HDMI matrix as required.
- Replace stone fireplace with new surround and investigate opening for new fire.
- Install low-level screen for step protection.
- Mount timber drinks shelf on metal brackets.
- Create feature darts surround with reclaimed timber and LED strip light.
- Allow for two new AWP locations with timber screens and drinks shelf.
- Replace door to feature display cabinet.



# Floor Plans & Finishes

## 4 Kitchen

- Minor floor & wall repairs in line with EHO standards.
- Full redecoration to like for like areas as required.
- Equipment upgrades to fully electric appliances.

## 5 Ladies & Gents Toilets

### Ladies:

- New decorative safety flooring.
- Full redecoration throughout.
- Repairs to existing vanity frontage.

### Gents:

- Allow for new decorative safety flooring with covered skirts.
- Repairs to existing urinals.
- Full redecoration to all walls and woodwork.

## 6 First Floor Works

- Full deep clean for all rooms and bathrooms.
- Replace carpet in first-floor bedrooms.
- Address ceiling and plaster repairs in upper bedrooms due to historical damp issues.



# External Refurbishment



## Signage and external works

- Full new signage scheme, in like for like positions.
- New external decorations in relation to the signage scheme.
- Cleaning of existing external patio area.



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