



● The Victoria Park, 203 Welford Road, Leicester, LE2 6BH ●

About the Opportunity



Why Invest?

Exciting Opportunity: The Victoria Park, Leicester Pub Refurbishment!

A transformation is coming to The Victoria Park in Leicester, repositioning it as a premium local pub for a vibrant student and young-adult audience. Located on Welford Road just outside the city centre, this high-footfall site will be completely refurbished inside and out. Plans include a new back bar, refreshed toilets, updated furnishings and flooring, and a full rebrand complete with external redecoration, signage, and a significantly upgraded beer garden.

Elevate Your Investment: Witness the Transformation

With 68 internal and 139 external covers, The Victoria Park sits in the heart of a busy, student-populated area and is just minutes from the University of Leicester and Leicester Tigers stadium. Surrounded by young adults, passing trade and student communities, this reimagined pub will become a go-to for casual meetups, live sport, music events and late-night socialising.

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Target Customers

Students:

- With a contemporary feel, large beer garden and strong entertainment offer, the pub will be a go-to hangout spot for university students living nearby.

Young Adults:

- A mix of premium drinks, street-food-style menus and a lively events calendar makes it ideal for 20-somethings looking for casual nights out or weekend meetups.

Daytime Drinkers:

- The refreshed layout and beer garden will also appeal to a daytime crowd of mature locals seeking a relaxed drink or bite to eat.

Event Seekers:

- Live music, quizzes, bingo and sports screenings create a regular rhythm that encourages repeat visits and a strong group following.

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The Offer

Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, spirits, wines, along with a great range of soft drinks and low & no options. This variety caters to everyone, ensuring the pub appeals to a broad audience.

Food:

- A straightforward pub menu with a selection of crowd pleasers to cater to every taste, with the opportunity to be further developed by the new licensee.

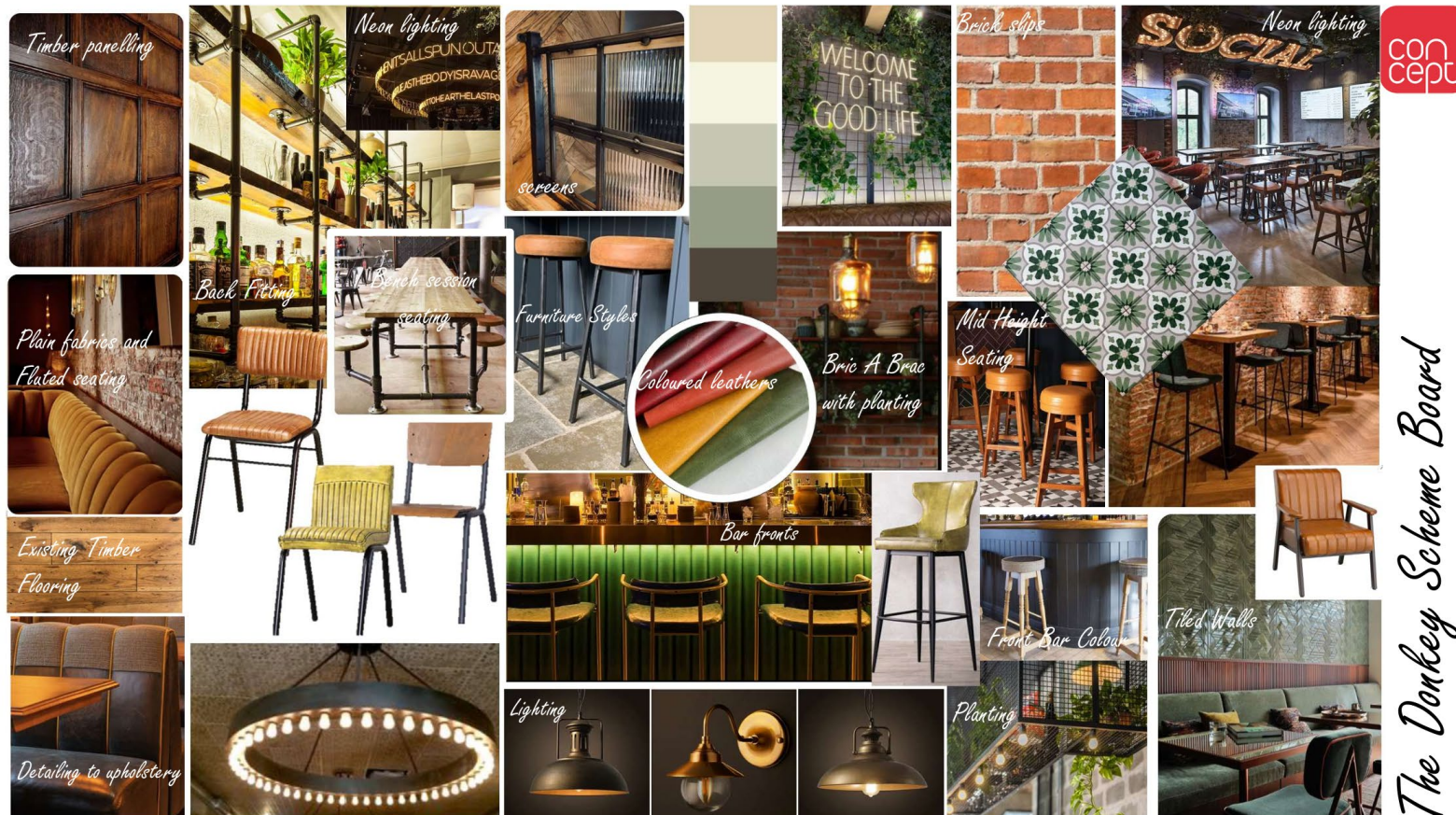
Coffee:

- A daytime coffee offer supports earlier trade and opens the doors to non-drinkers and casual daytime visitors.

Events:

- The pub will offer live sports, quizzes, bingo and host events catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

Internal Mood Board



The Donkey Scheme Board

Internal Mood Board

Gents



Ladies



Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas:

- Bar furniture - retain existing loose seating and allow to refurbish and recover.
- Bar furniture - allow to reupholster the existing fixed seating and booths.
- Bric-a-Brac - retain and add to the existing.
- Internal light fittings.
- Internal signage and signwriting.
- Allow for new window treatments.
- Carry out full internal decorations to all walls, ceilings and timberwork.
- Allow for feature wallpaper and exposed brickwork.
- Allow for works to existing doors, and all builders work in connection with.
- Retain existing timber flooring and allow to clean, allow to cover throughout works.
- Allow to cut back stage and make good (floor and match in). Provide new LVT to stage, along with all sub floor works.
- Replace entrance matting to lobbies.



Floor Plans & Finishes

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Customer Toilets:

Ladies:

- Allow for full decorations.
- Provide tiled vanity wall.
- Provide Dado height tiles to remaining walls.
- Allow to place paint on mouldings to existing vanity front and redecorate.
- Allow for new top.
- Supply and lay new tiled flooring with skirting.

Gents:

- Allow for full decorations.
- Allow for full tiled urinal wall.
- Allow for skimming to remaining walls and fit Dado height tiles on remaining walls.
- New vanity unit with sit-on basins with new top.
- Supply and lay new tiled flooring with skirting.



External Refurbishment



Signage and external works:

- External signage scheme.
- External decorations extra over for access.
- Allow for repairs to paving.
- Allow for decorations to outbuilding.
- Add new planters and festoon lighting.



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