



About the Opportunity



Why Invest?

Exciting Opportunity: The King Alfred, Alfreton Pub Refurbishment!

We're investing in a full internal and external refurbishment to bring The King Alfred back to life, with fresh décor, new signage, and a welcoming feel throughout. With a mix of traditional and lounge-style areas, upgraded seating, and a revamped bar, the pub will be well-suited to the local community. The new sports area will feature pool, darts, and live TV sports to attract a wide range of customers, while entertainment like karaoke and live music will bring in the weekend crowd.

Elevate Your Investment: Witness the Transformation

This high street pub is in a prime position with over 4,500 locals living within a 10-minute walk, plus plenty of passing trade. It's perfect for an experienced operator who knows how to create a welcoming atmosphere and engage both daytime and evening customers. With the refurbishment, competitive pricing, and a variety of entertainment options, The King Alfred is set to reclaim its spot as a favourite for the people of Alfreton.

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Target Customers

Local Residents:

- These are the 4,500+ people living within a 10-minute walk of the pub, likely to visit for a casual drink or to catch up with friends in a familiar, relaxed environment.

After-work Socialisers:

- Workers from nearby areas stopping by for a well-earned drink after their shift, drawn by the friendly atmosphere and competitive pricing on popular drinks.

Weekend Nightlife Seekers:

- A younger, social crowd looking for lively entertainment like karaoke, live music, or DJ nights to enjoy a fun night out with friends at the weekend.

Sports Enthusiasts:

- With pool, darts, and live sports on TV, this group includes locals who enjoy watching or participating in sports, especially during big game nights or weekends.

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The Offer

Drinks:

- The pub will offer a wide range of drinks, including lagers, cask ale, ciders, spirits, wines, some cocktails along with a great range of soft drinks and low & no options. This variety caters to everyone, from regulars enjoying beers to visitors seeking a more premium experience, ensuring the pub appeals to a broad audience.

Coffee:

- A straight-forward coffee offer could be put in place to help widen the appeal of the pub towards those looking for something other than a cold drink

Events:

- The pub will offer live sports and music, DJ sets or karaoke. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas:

- A full interior redecoration to create a fresh, welcoming environment.
- Feature wallpaper to add a modern touch to the bar's circular fixed seating area.

2 Sports Bar Area:

- New carpets and flooring for a pristine feel.
- Stylish new stain finishes for existing furniture.
- Elegant new light fittings.

3 Lounge Area:

- Luxurious new carpet installation.
- Fresh upholstery for seating pads to create a sophisticated atmosphere.
- New wallpaper accents to elevate the décor.
- Updated light fittings throughout.

4 The Snug:

- New faux planting to add a natural touch to raised seating areas.
- Plush new carpets for added comfort.
- Stylishly stained and finished seating for a refreshed look.



Floor Plans & Finishes

5 Central Bar Area:

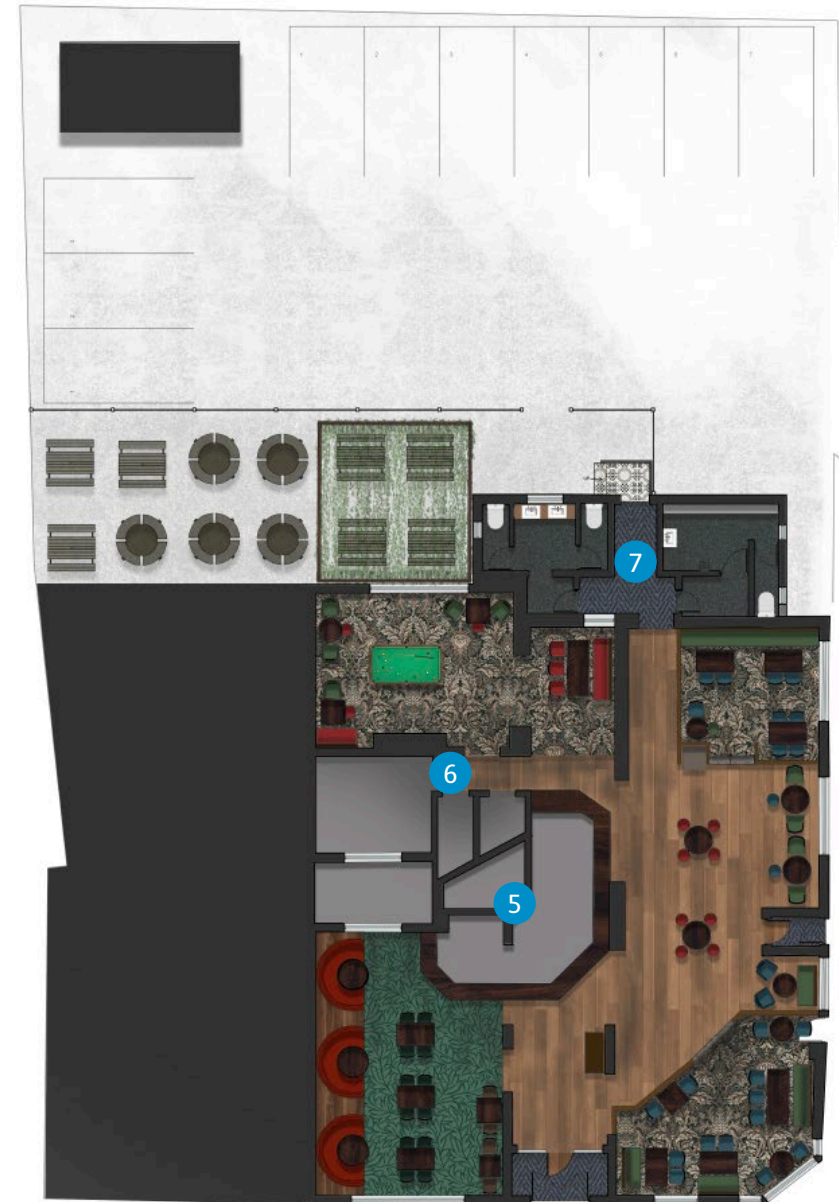
- Sleek, modern lighting updates throughout.
- Eye-catching chalkboard paint on the bar servery for a trendy, rustic feel.
- Stain and polish the bar top for a gleaming centrepiece.
- Refresh the large timber floor for a chic, polished look.

6 Private Accommodation:

- Full redecoration of living areas for a modern, welcoming atmosphere.
- Sleek new vinyl flooring in the kitchen and bathroom.
- Upgraded kitchen with brand-new worktops and base units.
- Updated bathroom suite for a modern, refreshed look.
- New ceiling repairs and an updated door
- Loft insulation to improve sustainability and energy efficiency.

7 Ladies & Gents Toilets:

- Complete redecoration of all walls and ceilings for a fresh feel.
- Energy-efficient hand dryers and modern lighting.
- Sleek new tile installations and repaired decorative mouldings.
- Durable new flooring in the ladies' toilets.



External Refurbishment



Signage and external works:

- Enhance windows with repairs and a fresh new casement.
 - Replace Georgian glazing in key areas, including Gents WC.
 - New gutters and iron down pipes where needed.
 - Brand-new signage and lighting upgrades throughout.
 - Complete decorative overhaul, adding a fresh, appealing look to the exterior (including Tudor touches, masonry, windows, and more).
- Upgraded roofing
 - Refresh rear escape steps with sleek new slabs and handrails.
 - Investigation and repair to ensure all exterior lighting is functional.
 - Refresh the rear seating area with inviting ivy around the pergola and 22 metres of charming picket fencing.

The logo for Star Pubs, featuring the word "STAR" in a large, white, serif font with a blue star replacing the letter 'A'. Below it, the word "PUBS" is written in a smaller, white, sans-serif font, flanked by two horizontal lines.

STAR
— PUBS —

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? Get in touch.

 08085 94 95 96

 www.starpubs.co.uk

King Alfred, 58 High Street, Alfreton, DE55 7BE