



About the Opportunity



Why Invest?

External Refurbishment Planned!

The Beresford is a quality Premium Local pub located in Middleton-On-Sea, West Sussex. The interior of the Beresford is in good condition already. Star Pubs & Bars are investing in a quality external refurbishment to improve the sites kerb appeal to passing trade. The signage and lighting will both be refurbished alongside a full external redecoration.

Stunning Seaside Location!

The Beresford is a charming pub nestled in the picturesque village of Middleton-On-Sea, situated on the sunny shores of West Sussex, just to the east of the popular coastal town of Bognor Regis. What makes this area truly unique is its seaside location, providing residents and visitors with easy access to the tranquil beaches that are just a leisurely 10-minute walk from the pub's doorstep.

Demographically, the surrounding area is characterized by a population of over 2,600 adults within a 10-minute walk of The Beresford. Most of these residents are of high affluence, creating a potential customer base with discerning tastes and a penchant for quality. In terms of local competition, the pub faces limited rivalry, with only one other pub within a 10-minute walking radius.

High Potential Opportunity!

The Beresford is already established as a fantastic local pub and this is a great opportunity for a new operator to build on existing trade. With 100 internal covers, The Beresford has a substantial capacity to accommodate a wide range of customers, from intimate gatherings to larger events. The pub also benefits from 60 external covers, ensuring guests can make the most of the warmer months. The full external transformation will improve kerb appeal and attract new customers, both local and tourist. The Beresford is a fantastic investment opportunity for an experienced operator, an individual or team who know the area well and can drive trade throughout the whole week.

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Target Customers

When refurbished, the Beresford will appeal to a broad range of customers, including:

- Families with children and couples enjoying a mid-week treat
- Community groups such as sporting clubs & charities
- Singles & friends stopping for a drink and bite to eat after work

Offer

When refurbished, the Beresford will offer:

- A premium drinks range, from Amstel to Beavertown with local ales such as Harvey's Best Bitter
- A traditional pub food menu and coffee offer
- Sports, quiz nights and local community events

External Refurbishment



Item A. 1no. New hanging sign with applied vinyl on to existing post.
Lit by new torugh lights.

Item B. 2no. Amenity boards fixed to post with applied vinyl wording.

Item C. 2no. Sets of 19mm letters with signwritten secondary. Lit by trough lights.

Item D. 1no. Amenity board with applied vinyl lettering.

Item E. 1no. Fascia sign with applied vinyl amenity lettering. Lit by trough light.

Item F. 1no. Signwritten 'Welcome' above porch.

Item G. 1no. Replacement car park disclaimer sign with applied vinyl.

Item H. 5no. Lanterns.

Item I. Internally illuminated brass menu case to entrance porch.

Item J. 6no. Floodlights.

Item K. 1no. A-board with applied vinyl header and chalkboard area.

Signage and external area

The pub's exterior, lighting and signage will be refreshed to position it as an attractive premium local. The transformation will enhance site visibility and improve its kerb appeal to passing trade. Works will include:

- External repairs prior to redecoration
- External windows and doors repairs
- External render repairs to all elevations
- Repairs to RWG's
- Fascia and joinery repairs to all elevations
- External redecoration of main pub building to include previously painted surfaces only, incl. scaffolding
- New external signage
- Patch holes on existing tarmac
- Clear away various items, remove existing external furniture, planters etc.



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