



RIGHT HAND GABLE



LEFT HAND



● RHYDDINGS, BRYNMILL AVENUE, BRYNMILL, SWANSEA, SA2 0BT ●



# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Complete refurbishment planned

A significant refurbishment will transform the Rhydding's into a craft-led but traditional student pub. Redecorations throughout will breathe a new lease of life into this pub. Star Pubs & Bars investment will allow for all new flooring to be installed, new fixed seating, kitchen and bar upgrades, 'instagrammable' Beaverton beer and a full redecoration of the exterior of the pub.

Inside the pub will be revamped from top to bottom with an all-new look. Externally the new beer garden will appeal to the high volume of students in the area.

### Student area

The Rhydding's is located in the suburb of Brynmill, Swansea. It lies about two miles to the west of the centre. It is a residential area, close to Swansea University. Many students choose to rent rooms here during term time. Aside from the student population, this is a fairly middle-class area. There are four other competitors in the area, so having the right offer is vital to attracting those and other locals.

### A pub business with potential

The Rhydding's is a well-known site in Swansea. The planned refurbishment and its local affiliation give the pub bags of potential. With new kitchen equipment, the pub will be able to provide a simple food offer as well as tap into the existing but growing local circuit for craft beers. The pubs décor will make it stand out and clearly signal the craft offering. Many of the competitor pubs serve craft but lack the vibe of the Rhydding's. 103 internal and 52 external covers will set up the pub to be the best bar in the area. This is a pub business with great potential, all we're missing is the right person to drive it forward.

## SO, COULD THAT BE YOU?

# ABOUT THE OPPORTUNITY

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## TARGET CUSTOMERS

The newly refurbished The Rhyddings will appeal to:

- Predominantly students of the nearby Swansea University and young professionals
- Young professionals who live close-by

## OFFER

Post-refurbishment, The Rhyddings will offer:

- A simple 'with beer' food with a focus on burgers, sharers, and sides. It's drinks will be led by an offering of craft beers from market leading brands such as Beavertown and Brixton.
- Premium lagers, premium spirits, and cocktails will also feature on the menu.
- The students and local adults will be able to use the venue to meet up or work from during the day and meet friends and colleagues to socialise with in the evening, both indoor and out.
- Regular entertainment, such as live sport and music will also play a role in the pubs offer.

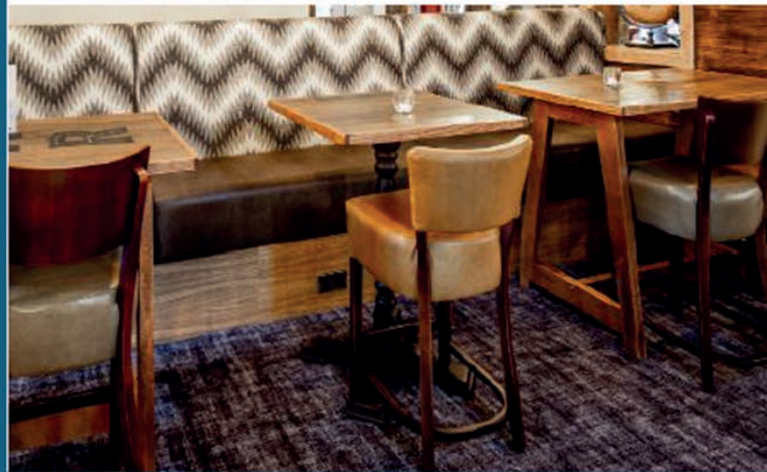


# INTERNAL MOODBOARD





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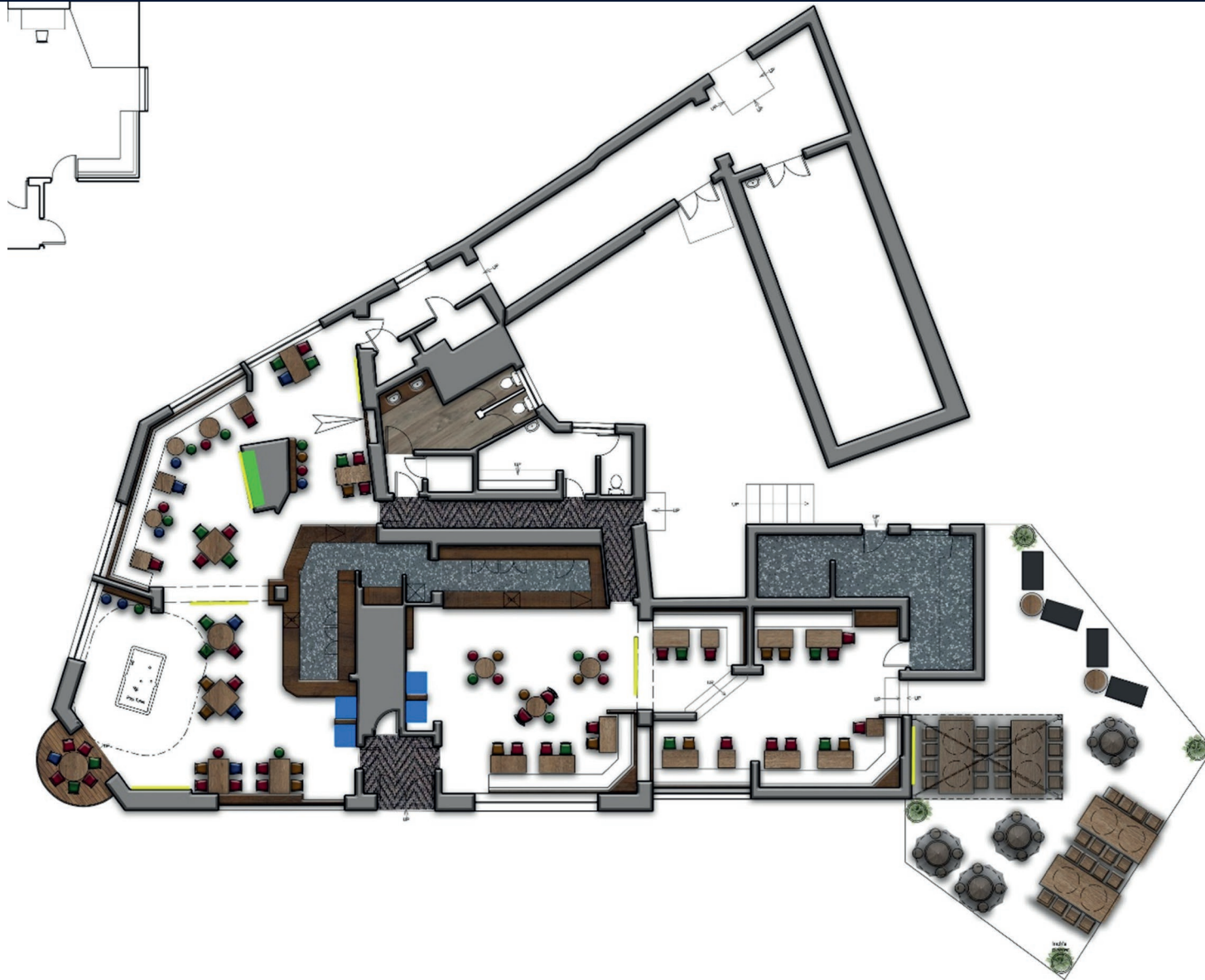




# EXTERNAL MOODBOARD



# RENDERED FLOOR PLAN





# FLOOR PLANS & FINISHES

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## INTERNAL TRADING AREAS

Works will include:

- Allow for complete decorations to all previously painted surfaces. Provide new feature wallpaper to selected wall
- Retain existing lighting and relamp, provide some new lighting as noted on plans
- Retain existing carpet and contract clean
- Existing fixed seating to be retained and cleaned, 1 no. bay to be reupholstered
- Existing bric-a-brac to be retained and repositioned
- Allow for new JAT specification POS frames
- Provide power to new AWP positions
- Provide new bottle coolers and additional shelving/bottle steps to bar side backfitting
- Provide new ice machine and position
- Provide new glasswash and dedicated station
- Provide new matting to lobby and hallway to garden
- Provide new Karndean flooring to raised level
- Reupholster existing bum rests to pool area
- Provide new blinds and vinyl frosting to windows
- Provide new backfitting to sports bar side to include new bottle coolers and required JAT specification kit (Blade, Jager, Coffee)
- Strip, stain and repolish counter tops, decorate bar fronts
- Re-stain existing timber flooring
- Allow for new loose furniture to sports bar area, existing furniture to bar lounge side to be retained
- Provide new Smart Darts position and all associated works
- Provide new CCTV system and intruder alarm
- Provide all required JAT directs
- Provide new drinks shelf to Smart Darts area





# FLOOR PLANS & FINISHES

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## KITCHEN & CELLAR

Works will include:

- Cellar cooling to be serviced
- Ensure cellar lighting on PIR's
- Clear out cellar
- Allow for decorations to kitchen
- Allow for new Altro to kitchen

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## LADIES TOILETS

Works will include:

- Provide new vanity unit, reuse existing sinks, provide new taps
- Existing lighting to be retained and new PIR's installed
- Allow for decorations to all previously decorated surfaces
- Allow for new toilet goods and hand dryer by Initial
- Allow for new WC
- Allow for new full height grooved MDF boarding
- Allow for new vinyl flooring

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## GENTS TOILETS

Works will include:

- Allow for overtiling urinal wall
- Other walls to receive new full height grooved MDF boarding
- Retain urinal and acid clean, provide new cistern and sparge pipes
- Acid clean existing flooring
- Existing lighting to be retained and new PIR's installed
- Allow for new toilet goods and hand dryer by Initial



# FLOOR PLANS & FINISHES

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## PRIVATE ACCOMMODATION

Works will include:

- Allow for new digi lock to accommodation door
- Plaster skim walls prior to decorations to kitchen
- Provide new vinyl flooring to kitchen
- Plaster skim walls to bathroom prior to new decorations
- Provide new shower above bath
- Box in around bath
- Provide new vinyl flooring to bathroom
- Provide new carpets to 3no. bedrooms and living room
- Allow for decorations to previously painted surfaces to 3no. bedrooms and living room





# EXTERNAL REFURBISHMENT



## SIGNAGE AND EXTERNAL AREA

Works will include:

- Allow for new signage and external decorations and lighting scheme
- Provide new Beavertown branded beer garden scheme to include murals, furniture and covered seating huts
- Allow for new external furniture
- Allow for new pergola with TV position and heat lamps
- Allow for new festoon lighting



## 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](http://www.starpubs.co.uk)