



About the Opportunity



Why Invest?

Exciting Opportunity: Bear & Ragged, Farnham Pub Refurbishment!

We're investing significantly in a complete refurbishment of The Bear to make it a standout community pub. Inside, we're re-decorating the bar and dining area, adding new seating and flooring, and refreshing the toilets and trade kitchen. You'll also see new outdoor furniture, updated lighting, and fresh signage that will really boost the pub's curb appeal. This is all about creating a welcoming space where people can enjoy great food and drink in a comfortable setting.

Elevate Your Investment: Witness the Transformation

Located just outside Farnham in the village of Wrecclesham, The Bear enjoys strong local demand and an affluent community. With nearby sporting hubs, it's a great spot for both locals and visitors to relax or enjoy a meal. The pub's revitalised offering will appeal to a wide range of customers, and we're looking for the right licensee to make it a thriving community hub.

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Target Customers

Local Residents:

- Families living in and around Wrecclesham will appreciate the relaxed, family-friendly atmosphere, with plenty of space for casual meals and outdoor seating. The pub's new dining area and revamped facilities make it a great option for weekend meals and gatherings.

Sports Enthusiasts:

- With Wrecclesham's sports hubs for cricket and rugby nearby, the pub will attract fans looking for a place to unwind after games or catch up with friends. The updated interior and welcoming vibe will make it the perfect spot for pre- and post-match drinks.

Shoppers and Day Trippers:

- Visitors heading into Farnham for shopping or exploring the historic town will find The Bear an ideal pitstop to grab a bite or enjoy a drink on the way. Its close proximity to the town centre makes it a convenient and appealing stop for those on a day out.

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The Offer

Drinks:

- The Bear & Ragged will offer a wide selection of drinks, including premium lagers, ciders, spirits, quality wines, and a good variety of soft drinks and low- or no-alcohol options. This range caters to everyone, from regulars enjoying a beer to visitors seeking a premium experience, ensuring broad appeal.

Food:

- A traditional menu of classic pub favourites will complement the drinks selection.

Coffee:

- Quality coffee can be offered, attracting to daytime visitors and non-drinkers, broadening the pub's appeal.

Events:

- Entertainment such as sport, quizzes, student and community events as part of the rhythm of the week & month.

Internal Mood Board

Darts Wall



Sports Themed Heineken Branded Artwork



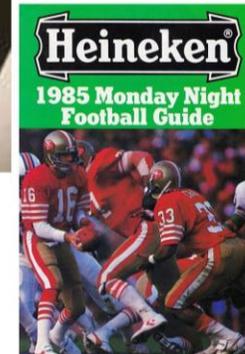
Heineken Branded Pool Table Cover



Heineken Branded Wallpaper to Darts Area

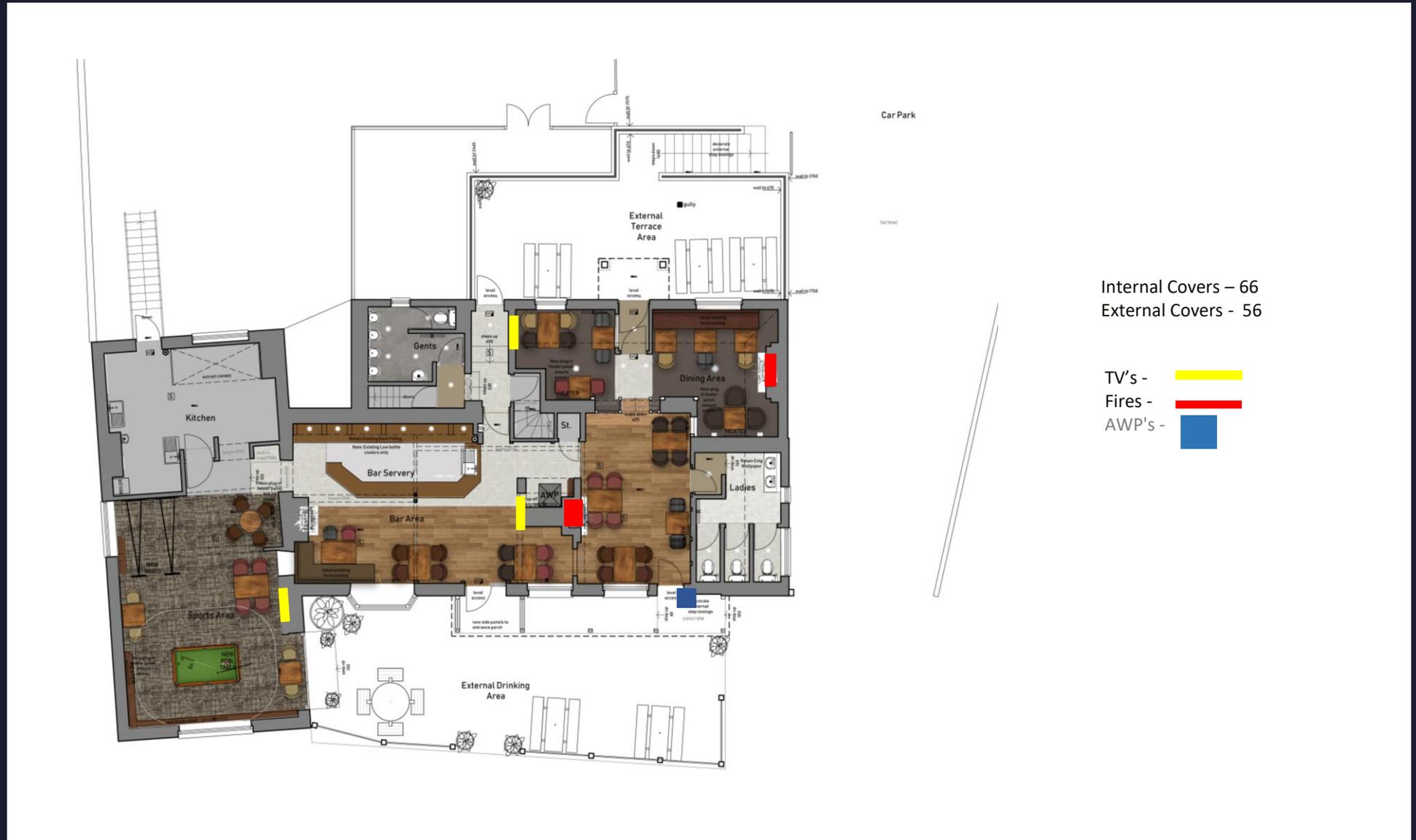


Neon Sign & Heineken Bric-a-Brac to Bar Area



*Bear & Ragged Staff
Farnham*

Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas:

- Allowance for pre decoration repairs.
- Decorations to walls (2 coats of emulsion to the walls).
- Works to front porch to stop drafts.

2 Private Accommodation:

- Decoration throughout - Touch-up only.
- Allow to replace kitchen doors with FD30.
- Replace lobby door to stair with FD30.
- Allow fire detection.
- Allow enhanced emergency lighting.



External Refurbishment



Signage and external works:

- Plaster repairs (localised only).
- External redecoration of the main pub building (including previously painted surfaces only).
- New signs, post sign, and lights (subject to planning approval).
- Jet washing of the front paving.
- Clearing and tidying of the path in the rear garden.
- Repointing areas as instructed.
- Grass cutting in the garden area.
- Demolition of the existing porch to the main entrance.
- Making good surfaces after porch demolition.
- Construction of a new porch with 900mm high brick plinths on both sides.



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.

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 www.starpubs.co.uk

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