



● The Cross Keys, New Road, Old Snydale, Pontefract, WF7 6HB ●

About the Opportunity



Why Invest?

Exciting Opportunity: The Cross Keys Pub Refurbishment!

We're putting significant investment into the Cross Keys to create a standout local pub for Old Snydale. The refurbishment includes a full internal refresh, an upgraded kitchen, new signage and decoration, plus a large beer garden with space for 120 people and parking for eight cars. Once complete, it'll be the only pub in the area offering both a premium setting and a proper food menu.

Elevate Your Investment: Witness the Transformation

This is a great opportunity for someone with food experience to take on a well-supported site with plenty of potential. With a strong local community on the doorstep and workers from nearby businesses passing through daily, there's a ready-made customer base just waiting to be tapped into.

About the Opportunity



Target Customers

Local Residents:

- With 3,665 people living within walking distance, the pub will serve as a welcoming local hub. It'll appeal to those looking for a relaxed meal, a casual drink, or somewhere to watch the match

After-work Socialisers:

- Located near a large industrial estate, the Cross Keys is well placed to attract workers dropping in after a shift. The mix of food, drink and sport gives them plenty of reasons to visit.

Families and Daytime Diners:

- The spacious beer garden and value-led daytime food menu make the pub an easy choice for families and casual weekday lunches. Coffee and soft drink options also help widen the appeal.

Sports Enthusiasts & Local Teams:

- With live sport on offer and support for local teams, the pub will become a go-to venue for matchdays and team socials. It'll provide a lively atmosphere and a well-rounded experience for fans.

About the Opportunity



The Offer

Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, spirits, wines, some cocktails 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:

- The menu will focus on hearty pub classics, offering good value and quality. A cheaper weekday daytime menu will help attract local trade and encourage repeat visits.

Coffee:

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

Events:

- The pub will offer live sports and be a hub for local sports teams, and will offer occasional live entertainment.

Internal Mood Board

THE PROPOSED SCHEME – MOOD BOARD



Rendered Floor Plan



Floor Plans & Finishes

1 Trade Area - Transition Area:

- Introduce new feature ceiling beams.
- Clean existing terracotta floor tiles.
- Extend existing fixed seating and reupholster
- Allow for full decorations to all painted surfaces.
- Introduce new screens and valance.
- New wood burning stove.
- Remove stained glass screens – New Crittall style screens.
- New light fittings to existing and proposed positions.
- New artwork and 3D bric-a-brac.
- Refurbish and allow for part new loose furniture.
- New curtains/sham roman blinds with black out roller blinds behind to trade windows.



Floor Plans & Finishes

2 Bar Area Front Section:

- New herringbone/karndean flooring.
- Joinery for new screen.
- Form new mid height fixed seating fully upholster & drinks island.
- New curtains/sham roman blinds with black out roller blinds behind to trade windows.
- Refurbish and allow for part new loose furniture.
- Full re-decoration.

3 Games Area:

- 2 new dart boards in cabinets with lighting.
- Form new drinks shelves.
- New Karndean flooring.
- 2 new TV positions.
- New light fittings to existing positions and add new position.
- New curtains/sham roman blinds with black out roller blinds behind to trade windows.
- New artwork, 3D bric-a-brac and signage.
- New loose furniture to suit scheme.
- Retain existing non-working fireplace.



Floor Plans & Finishes

4 Read Lounge/Dining Area:

- Form new protective glazed screens.
- Form new section of timber panelling.
- Form new horseshoe dining booth with wine display cupboard and dummy sash window screen.
- Strip & refinish existing timber floor.
- Allow for full decorations to all painted surfaces.
- Form new section of dining height fixed seating.
- Mix of new and refurbished loose furniture.
- New light fittings to existing positions and add new position.
- New curtains / sham roman blinds with black out roller blinds behind to trade windows.
- New artwork & 3D bric-a-brac.
- Retain existing non-working fireplace.



Floor Plans & Finishes

5 Ladies Toilets:

- New toilet cubicles, doors & locks.
- Redecorate throughout.
- New timber effect safety vinyl flooring to be fitted.
- Main contractor to manufacture and fit new mirror.
- New lighting to existing positions.

6 Gents Toilets:

- Redecorate throughout.
- New timber effect safety vinyl flooring to be fitted.
- Main contractor to manufacture and fit new mirror.
- New lighting to existing positions.

7 Accessible Toilets:

- Redecorate throughout.
- New safety vinyl flooring to be fitted.



Floor Plans & Finishes

8 Domestic Accommodation:

- Redecorate all areas.
- Repairs to PA Bathroom and Kitchen.

9 Back of House – Kitchen & Store:

- Prepare and redecorate including minor repairs.
- Electrical repairs to align to equipment renewals.
- Renew existing kitchen equipment to existing locations and plan.
- Service, overhaul and ensure operational the kitchen ventilation system.
- New passive or mechanical air in to be provided in either door or window.

Back of House – Cellar Area

- Insert Smart Dispense.





Signage and external works:

- Allow for new signage and lighting scheme.
- Allow for complete decorations externally.
- Clear section of overgrowth in carpark adjacent metal gate and lay hardcore to give overflow car parking.
- Repair decking and decorate.
- Allow for new furniture to decking area.

Signage and external works:

- Allow for new festoon lighting to decking area.



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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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