



● The Cumberland Arms, Newgate Street, Bishop Auckland, DL14 7EN ●

About the Opportunity



Why Invest?

Exciting Investment Opportunity: The Cumberland Arms Pub Refurbishment Underway!

Positioned strategically within Bishop Auckland's traditional town centre circuit, this pub boasts a unique locale that speaks to the heart of the community. With a demographic profile rich in medium affluence and a notable presence of mature clientele, the potential for growth is immense. Over 12,000 residents reside within a 20-minute walk, ensuring a steady stream of foot traffic. Amidst a competitive landscape of 17 other pubs, the standout contender remains The King's Head, yet the proposed refurbishment promises to redefine standards and captivate patrons.

Elevate Your Investment: Witness the Transformation

From a revamped bar front to enhanced consumer finishes throughout, the interior makeover promises an ambiance of sophistication and comfort. Beyond aesthetics, the exterior glow-up will ensure prominent visibility, beckoning guests from the bustling high street. Targeting community-centric wet circuit drinkers, the tailored offerings will cater to couples, circuit regulars, and daytime male patrons alike. With an impressive selection drinks, complemented by a lineup of sporting events, pub games, and entertainment, this pub is poised to set a new standard in the local pub scene.

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Target Customers

When refurbished, the Cumberland Arms will appeal to:

Local Couples Seeking Quality Time:

- With its inviting ambiance and upgraded amenities, it's a preferred spot for romantic evenings or socialising with friends. The diverse drink selection and entertainment options ensure a delightful visit.

Scenic Sippers and Day Trippers:

- As the sun graces Bishop Auckland's streets, socialisers flock to this pub. Its welcoming atmosphere and convivial vibe make it perfect for catching up with friends or unwinding during the day.

Beer Connoisseurs:

- Discerning palates find refuge in this pub's extensive beer selection. From classic ales to craft brews, it's a favoured destination for those who appreciate quality and diversity.

Local Social Hub Seekers:

- Residents converge upon this pub for social interaction and engagement. With lively entertainment and a welcoming environment, it's the heart of the community, fostering connections and camaraderie.

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The Offer

When refurbished, the Royal will offer:

Drinks:

- Discover a selection of beverages awaiting you at The Cumberland Arms. From premium draught lagers to a variety of craft ales, alongside fine wines, spirits, and soft drinks, there's a diverse range to cater to the tastes of our patrons.

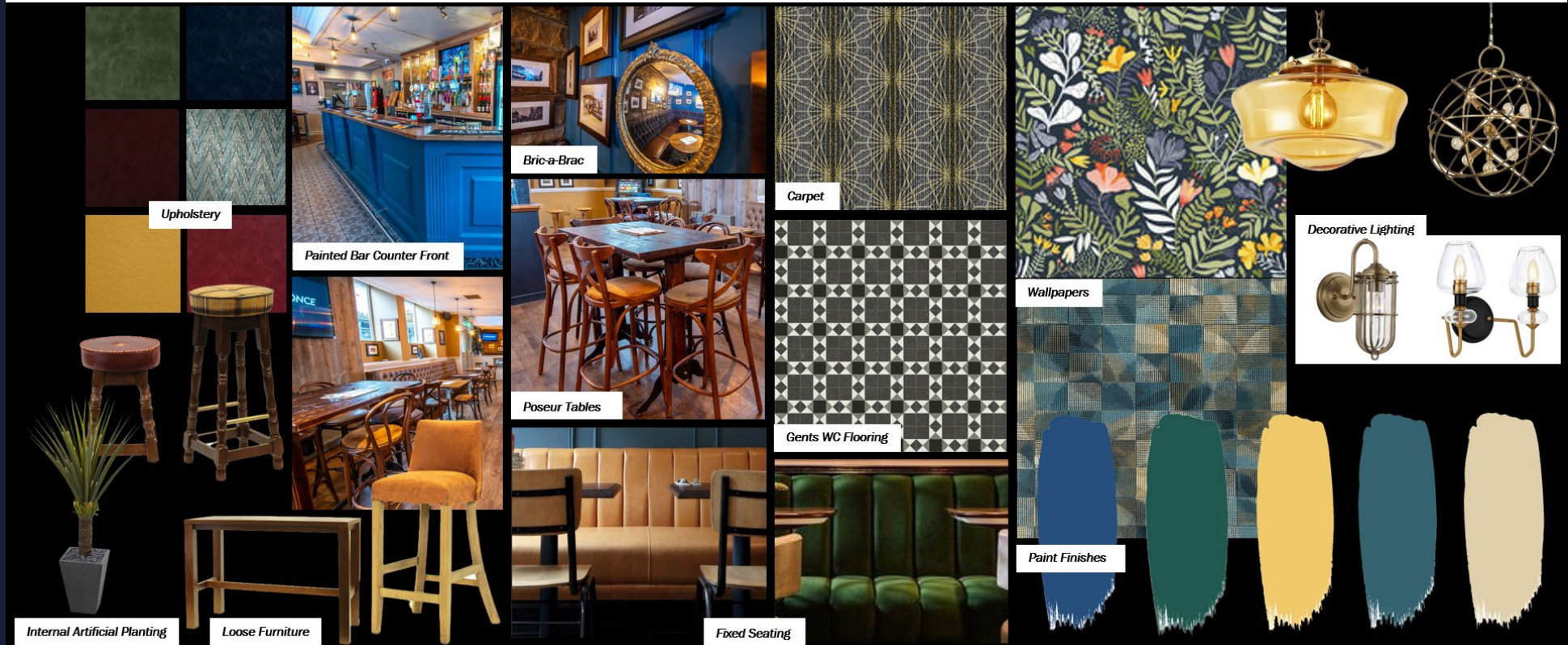
Coffee:

- Harness the power of a well-crafted coffee offering at The Cumberland Arms. With a selection tailored by the operator to meet the preferences of our clientele, the coffee experience is poised to elevate the overall appeal of the establishment.

Events:

- At The Cumberland Arms, envision more than just a pub—it's a thriving entertainment hub. Picture live sports drawing in crowds, interactive pub games fostering engagement, and occasional entertainment events enhancing the overall customer experience.

Internal Mood Board



Rendered Floor Plan



Floor Plans & Finishes

1

General Trade Areas

- Full redecoration to front of house
- New carpeting to trade area
- Additional Bric-a-brac design elements
- Retain all existing floor finishes
- Repolish counter tops, backfitting tops and post shelves
- Re-upholster existing fixed seating
- New decorative light fittings in selected locations

2

Ladies & Gents Toilets

Ladies:

- Replace carpeting
- Fresh decoration throughout
- Install mirrors & dress mirror

Gents:

- Revamped decorations
- Upgraded hand dryer
- Optional flooring replacement



External Refurbishment



Signage and External works

- General repairs to exterior where necessary
- Replacement of existing signage
- Replacement of rear single gate
- New double gate to rear yard



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**

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