



● 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.

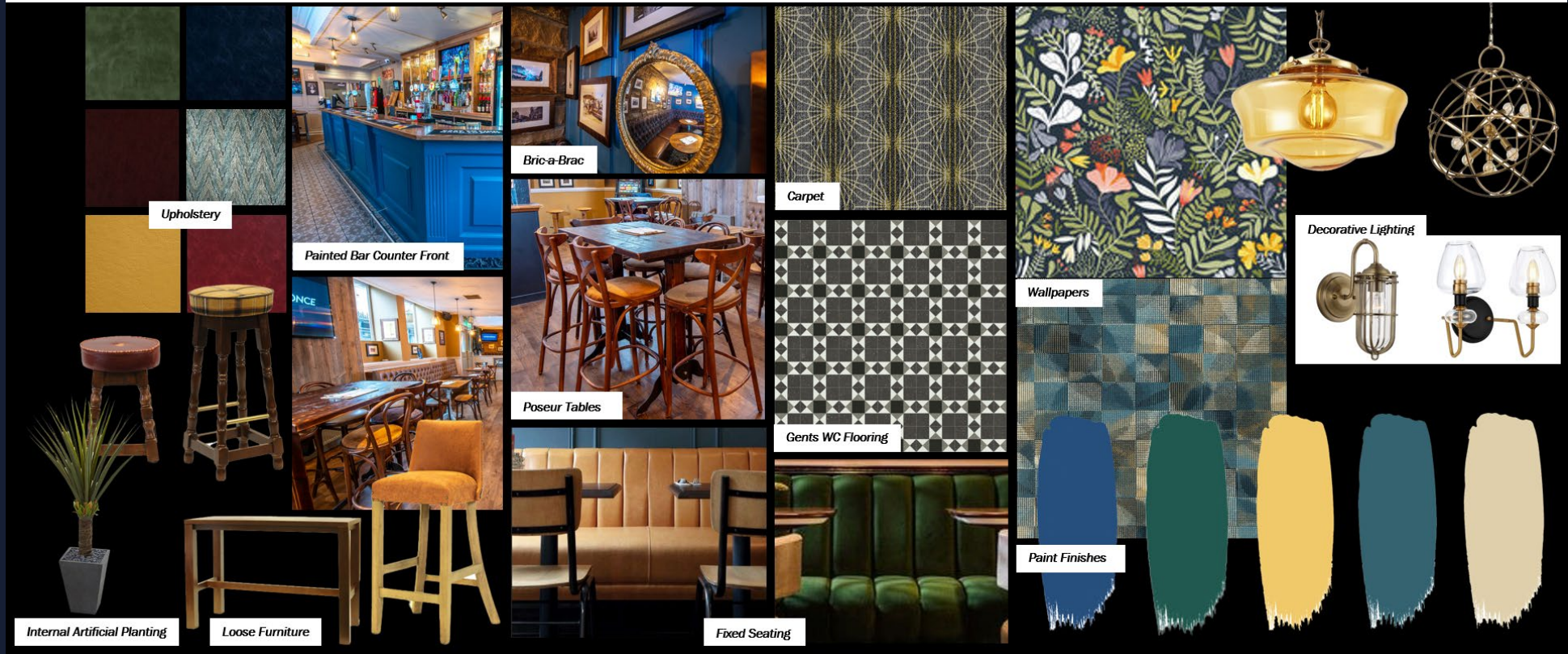
### Coffee:

- 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



SIGN A:

**SIGNAGE:**

ITEM A: ONE X ALUMINIUM BULLNOSE FASCIA PANEL WITH 20mm CHISEL FACED HOUSENAME LETTERS, FINISHED GOLD LEAF, ILLUMINATED BY TROUGH LIGHT.

ITEM B: ONE X DOUBLE SIDED HANGING PANEL TO EXISTING BRACKET, ILLUMINATED BY LYNOLITES.

SIGN B:



## Signage and External works

- General repairs to exterior where necessary
- Replacement of existing signage with glass chisel out variant
- Replacement of rear single gate
- New double gate to rear yard





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