



Fleet Street, Pudding Chare, Newcastle Upon Tyne, NE1 1UE

About the Opportunity



Why Invest?

Modern craft-led refurbishment

A funky refurbishment will transform the Fleet Street into a premium drinks-led, city centre pub that is full of style. Inside, the pub will be redecorated throughout the whole ground floor. Other upgrades throughout the pub such as a full refurbishment of the male and female toilets on the first floor. These improvements will give the pub an all-new, craft-led appeal.

Outside, we will be upgrading the pub with a redecoration and beautiful new signage that will appeal to a wider range of consumers with it's new look and feel.

City-centre location

The Fleet Street is in the heart of Newcastle City Centre, sitting centrally on Pudding Chare, a narrow winding lane (or chare), running from the Bigg Market to Neville Street in central Newcastle. As the pub sits in the city centre, there is a lot of competition for customers' spend; there are several circuit bars in the Bigg Market and Neville Street but with an emerging craft scene within the city, there is an opportunity to grab and lead this trend.

Taps full of potential

We believe that this refurbishment will set The Fleet Street above the local competition with it stylish décor and 22 different craft beers. With 92 covers, it will be the bar of choice for the after-work drinkers mid-week and will also attract a great mature weekend consumer looking for a relaxed, safe and premium outlet to enjoy themselves into the early hours. The look and feel are different from anything in the immediate vicinity.

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Target Customers

When refurbished, the Fleet Street will appeal to a very broad spectrum of customers, including:

- Slightly more mature adults, looking for a craft curious offer
- Customers looking for an after-work or weekend drink in a premium, stylish venue

Offer

When refurbished, the Fleet Street will offer:

- A craft-focused range of drinks including 22 different craft products of beer, cider and lager; combined with great wine, spirits, and soft drinks range. Providing a plethora of choices for the discerning drinker – something for everyone's palette.
- A quirky social events calendar in keeping with a modern cool craft bar, linking seamlessly with the great social media offer.

Internal Mood Board



Rendered Floor Plan



Floor Plans & Finishes

1 Bar Area

- Hack off plaster to staircase wall to expose brick work
- Retain timber flooring strip to form rustic feel and seal
- New exposed M&E services
- Add rustic wall finishes as per images
- Form bulkhead over bar where ceiling removed
- New beer keller style rustic benches
- Features reclaimed lighting, light fittings and mural artwork

2 Bar Servery

- New vinyl flooring
- New rustic bar and back fitting with feature lighting
- Mural artwork

General Works

- New landlord's F&F, glasswash, ice machine, craft, bottle coolers etc
- Full redecoration of ground floor, part cellar area and glasswash
- Overhaul and clad doors as required
- Full external redeco, signage and lighting



Floor Plans & Finishes

4 Female Toilets

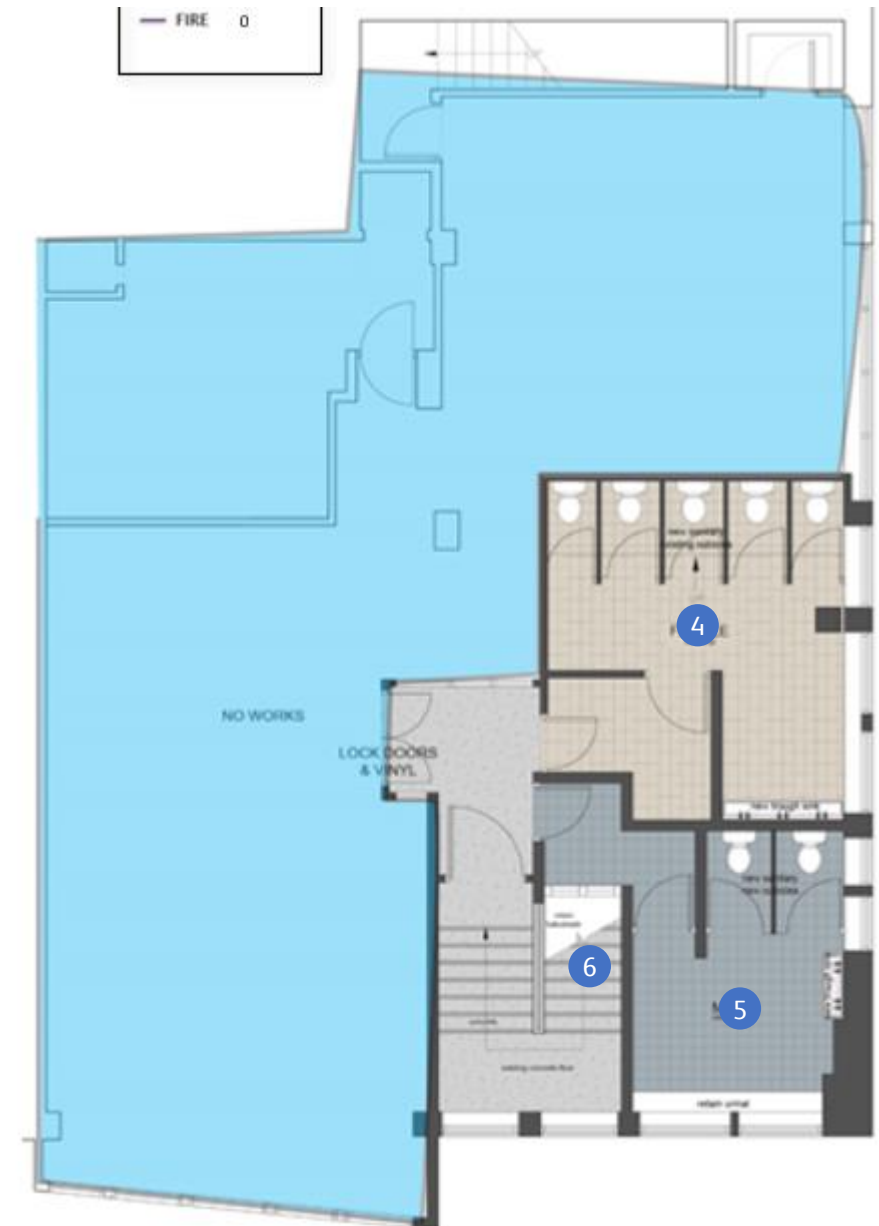
- New vinyl flooring
- New vanity unit
- Upgrade cubicles and wcs
- Full redecoration
- Mural artwork

5 Male Toilets

- Refurbish floor tiles
- New vanity unit
- Upgrade cubicles and wcs
- Full redecoration
- Mural artwork

6 Staircase

- Sand and seal concrete steps
- New nosings and feature lighting
- Full redecoration and mural artwork
- Overhaul all doors and add feature vinyl



External Refurbishment



Signage and external area

The pub exterior, lighting and signage will benefit from a full redecoration. The transformation will enhance site visibility, highlight the pub's offering and complement the new look of the interior.

Works will include:

- Full external redecoration, signage and 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**