



● **COUNTY HOTEL, 17 HIGH STREET, NORTH BERWICK, EH39 4HW** ●

# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Complete refurbishment planned

We are planning a complete repositioning and refurbishment that touches every part of the County Hotel, including the existing ground floor areas, changing from a two-room operation into one large area. There will be a full new bar and backbar fitted, as well as a new entrance lobby. There will also be a full refurbishment of the toilets, new flooring and wall finishes. This will develop an all singing and dancing site with great appeal to the key demographics of the area. On the first floor, the function room will be refurbished and make an excellent additional revenue stream.

The pub will benefit from the creation of an all year round garden space with a bar in the existing outbuilding as well as upgrades to the existing beer garden including features and festoon lighting. We will also compliment the pub with new signage and lighting. This will give the County Hotel fantastic kerb appeal, attracting in passing trade.

### Town-centre location

The County Hotel is located in the centre of the North Berwick, on the popular high street just a few hundred yards away from the stunning beach. North Berwick is a relatively small town but growing rapidly in popularity with the addition of numerous new housing developments. Affluence and age is very diverse with a slight bias towards mid/high affluence, with a high level of older adults looking for daytime and early evening options. It is also a very popular destination with tourists all year round particularly during its own annual festival 'Fringe by the Sea' which attracts over 60,000 visitors.

### Tap into this pub's potential!

The County Hotel has the potential to tap into a gap in the market for a great pub with letting rooms and great food. The standard of the internal design, the quality of the food, and the 150 covers will make customers want to visit the pub. There are multiple revenue streams with this business. All we're looking for is the right operator....

## SO, COULD THAT BE YOU?



# ABOUT THE OPPORTUNITY

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## TARGET CUSTOMERS

When refurbished, The County will appeal to a very broad spectrum of customers, including:

- Locals looking for a modern, welcoming pub to meet up with friends or share dinner.
- Those from neighbouring villages and small towns looking for a new venue to meet and socialise.
- Visitors in the town for the day or a short staycation.
- Golfers planning a weekend away.

## OFFER

When refurbished, The County will offer:

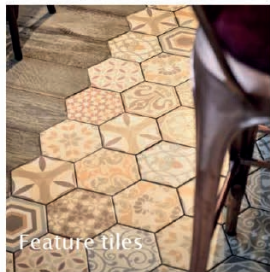
- An extensive range of drinks including premium lagers, spirits, wines, and cocktails and low and no alcohol options.
- A delicious, fresh modern menu catering from brunch to dinner.
- Live weekend music to encourage different groups to come to the pub.
- Coffees, to accompany the fantastic food menu.

# INTERNAL MOODBOARD

FRONT AREA



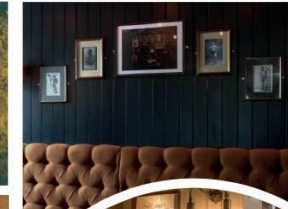
Shelf to window



REAR AREA



Wall cladding and fixed seating



FUNCTION ROOM





# GROUND FLOORPLAN



# FIRST FLOORPLAN





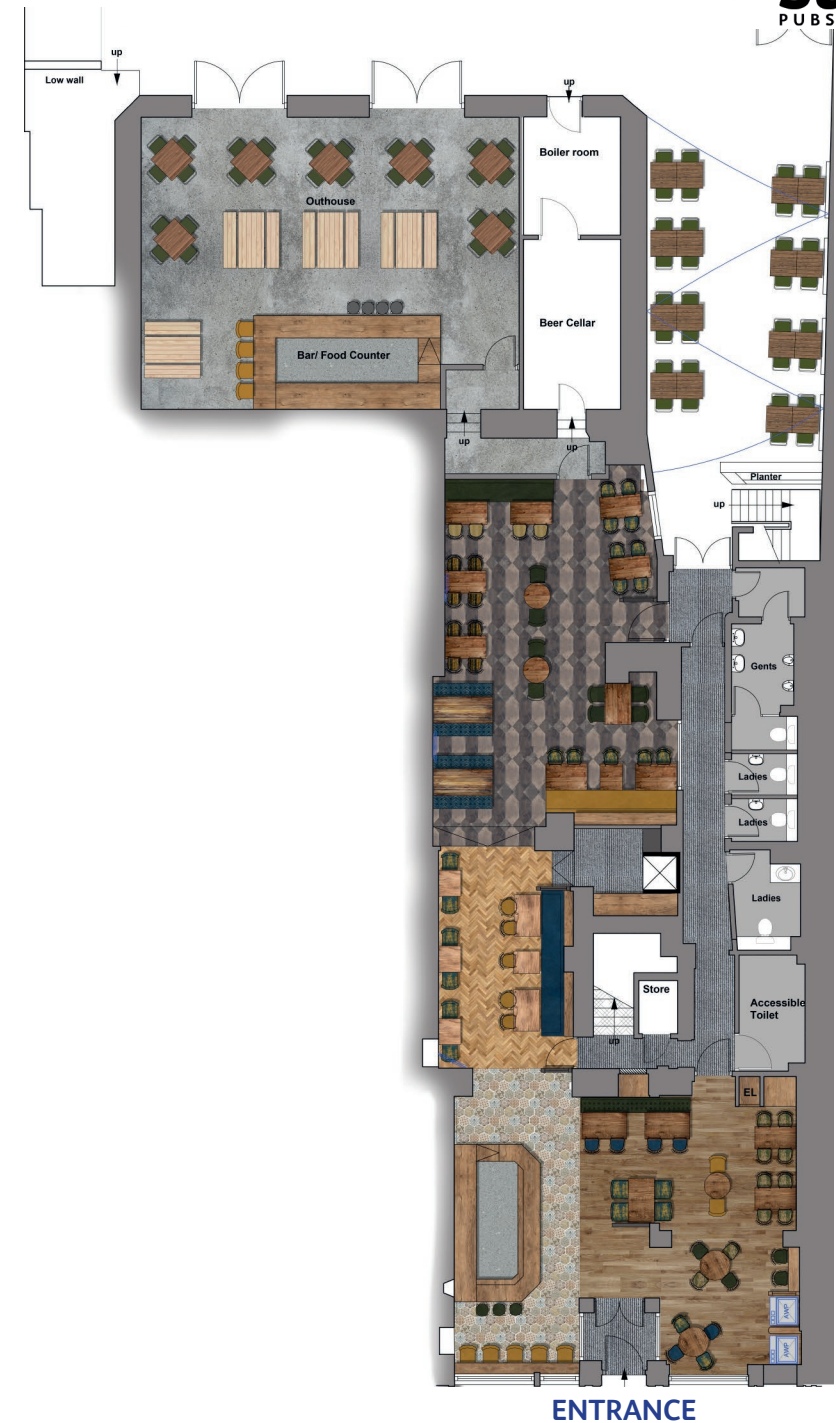
# FLOOR PLANS & FINISHES

1

## GROUND FLOOR

- Full refurbishment of existing ground floor areas, opening out 2 room operation into 1 large area.
- Relocation and fit out of existing toilets and new accessible WC.
- New windows to front elevation.
- Form new entrance lobby with timber and glazed panels.
- Form full new bar including new H/W top and a raised and fielded panelled front, with over bar sections above.
- Allow for full back fitting to display shelving, coffee station, tall bottle cooler and a small section of back bar dispense. Feature neon sign/ graffiti to wall.
- New feature shelving display to take 3d brick a brace.
- New fixed seating as shown on plan.
- New floor finishes and wall finishes as mood board.
- New smart dispense system installed in cellar
- Repairs & redecoration to cellar

1



# FLOOR PLANS & FINISHES

2

## FIRST FLOOR

- Refurbishment of existing first floor function room including wall and floor finishes.
- Retain existing kitchen and new kitchen hoist to service ground floor area.
- Decoration to stairs and hallway
- The 11 letting rooms situated on first & second floor are not included in investment plans however would form part of the lease and an operator can invest to exploit this potential

2





# EXTERNAL REFURBISHMENT

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## SIGNAGE AND EXTERNAL AREA

Works will include:

- Full external decorations and new signage scheme including associated lighting.
- Upgrade of existing beer garden area with festoon lighting.
- Conversion of existing outbuilding to outdoor area with bar and small catering capability.



## 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](http://www.starpubs.co.uk)