



About the Opportunity



Why Invest?

Exciting Opportunity: The Howard Arms Pub Refurbishment Planned!

Located in bustling Kilmarnock near Glencairn retail park and a short walk from Kilmarnock FC's stadium, this pub enjoys a prime location in a vibrant community. With over 2,000 residents within a 10-minute walk and more than 11,500 within a 20-minute radius, the potential customer base is substantial. Despite competition from nearby restaurants and entertainment spots, this revamped pub targets a diverse audience, from locals seeking a cosy spot for sports and live entertainment to groups of friends enjoying a night out and football enthusiasts.

Elevate Your Investment: Witness the Transformation

The refurbishment focuses on creating a warm, inviting ambience with a new front bar, fixed seating, and refreshed interior. Featuring 84 internal covers, including dining-friendly spaces, and additional seating in the beer garden. The pub will offer a wide drinks menu featuring premium lagers, craft beers, and ales. Alongside a crowd-pleasing food menu and coffee offering to complement the lively events, quizzes and local music acts - ensuring a vibrant atmosphere. Prior hospitality experience, especially within the local vicinity, is preferred for potential operators interested in this opportunity.

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Target Customers

When refurbished, The Tramway will appeal to:

Local Villagers Seeking a Friendly Pub:

- Individuals and small groups seeking a welcoming experience, attracted by the pub's crowd-pleasing menu and comfortable seating arrangements both indoors and in the beer garden.

Social Groups and Friends:

- Groups of friends looking for a relaxed yet lively atmosphere to enjoy a night out, with options for dining, drinks, and entertainment like quizzes and local music acts.

Local Sports Fans:

- Residents of Kilmarnock interested in football and other sports, drawn by the pub's proximity to Kilmarnock FC's stadium and its live entertainment offerings during matches and events.

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The Offer

When refurbished, The Tramway will offer:

Drinks:

- An extensive drinks selection featuring premium lagers, craft beers, ales, soft drinks, wines, and spirits, ensuring there's something for everyone to enjoy.

Food:

- Delight in a crowd-pleasing menu designed to complement the diverse drinks range, offering satisfying options for every taste.

Coffee:

- Enjoy freshly brewed coffee to perfection, adding a refreshing touch to each visit.

Events:

- Experience a regular schedule of engaging events, including quizzes and live entertainment with local music acts, creating a lively and enjoyable atmosphere for all guests.

Internal Mood Board

Feature Wallcovering



reference image



Traditional style seating throughout

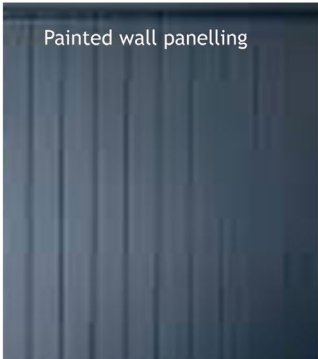


New wallcovering to the ceiling.



New decorative lighting throughout.

Painted wall panelling



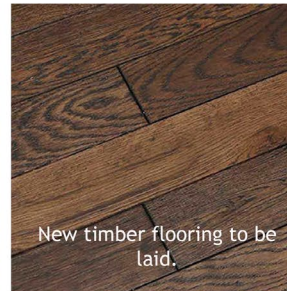
refurbish existing bar



New carpet laid throughout



Tiled bar apron



New timber flooring to be laid.



Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas

- Layout retained as existing.
- Recover all fixed seating.
- Add new fireplace with electric stove.
- Upgrade lighting to existing points.
- Provide pool table.
- Mix of existing furniture re-upholstered and new to suit.
- Full decoration throughout.
- New Karndean flooring in a mix of tile and timber effect to be laid throughout trade area.
- Drink shelf added in pool area.
- Minor upgrades to bar.

2 Kitchen Area

- Kitchen equipment to be upgraded as per layout.
- Retain existing wall and floor finishes in kitchen.



Floor Plans & Finishes

3 Ladies & Gents Toilets

Ladies:

- Maintain sanitary ware and ensure it is fully functional.
- Keep cubicles intact.
- Preserve wall tiling.
- Install a new altro wood safety floor.
- Enhance lighting.
- Upgrade vanity fixtures.
- Complete full redecoration.

4 Gents:

- Retain sanitary ware and ensure full functionality.
- Keep cubicles intact.
- Preserve wall tiling.
- Enhance lighting.
- Upgrade vanity fixtures.
- Complete full decoration.



External Refurbishment



Signage and external works

- Full external decoration.
- New signage scheme and external lighting.
- New full height glazed windows (x3) to corner.
- Tidy up boundary wall for decoration. Strip out decking and add new gravel/paving.
- Budget paving to new bin store area.
- New timber fence to screen bin stores.



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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? Call us today.

☎ 08085 94 95 96

Or visit

🖱 www.starpubs.co.uk

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