



● The Beech Tree, Amersham Rd, High Wycombe, HP13 5AJ ●

# About the Opportunity



## WHY INVEST?

### Transformational Refurbishment Planned!

A fabulous refurbishment will transform the Beech Tree into a Great Pub that does Great Food. Inside, an extension will be created to accommodate additional covers. The pub's trading areas and toilets will be completely redecorated throughout with new fixed seating, new back bar and a new kitchen. Other upgrades throughout the pub such as overhauling the male and female toilets and installing new flooring will give the pub a much more premium feel.

Outside the pub, a redecoration will consist of adding new furniture, planters and festoon lighting in the garden. We will also install new signage and lighting to the pub's exterior to make the pub stand out as a welcoming pub.

### Picturesque Location

The Beech Tree is located on the busy A404 between High Wycombe and Amersham. This is a highly affluent area with plenty of adults. Within a ten-minute walk time there are circa 1,500 adults and no competitors.

### Untapped Potential

The quality of the surroundings, new décor, a welcome range of food & drinks and 90 covers will give locals and visitors a reason to visit the pub. And with no direct competitors in the area and a fantastic garden, it is a great opportunity to capitalise all-year round. All we are looking for is the right operator...

## SO, COULD THAT BE YOU?

# About the Opportunity

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## TARGET CUSTOMERS

When refurbished, the Beech Tree will appeal to a very broad spectrum of customers, including:

- All ages and mixed groups
- Families looking for a quality venue to enjoy a meal

## OFFER

When refurbished, the Beech Tree offer will include:

- A great mix of traditional cask, lager & cider as well as a quality spirits and wine offer
- A quality, locally sourced pub food menu
- Coffee and Wi-Fi
- Entertainment and events

# Internal Moodboard

### Locals Bar Area

Overbar Pendant

Hops on beams

Existing bar front

Over bar gantry

Darken timber to bar front

Mid Height Fixed Seating

Wallpaper & Paint Colour

Mid Height Stools

Wall lights

Picture display

Lounge chairs

Refurbish existing timber flooring

### Dining Room Extension

Slat beams to ceiling

Lighting

Paint Colours

Fixed seating style

Fabrics

Carpet design

Artificial planting to roof light

Entrance tiles

Refurbish existing timber flooring

# Toilet & Garden Moodboard

## Toilets

Vanity splashback tiles



*Gente Spardele*



Redecoration throughout

Retain tiles, clean & re-grout

Outdoor Furniture / General Feel



Birra Moretti branded planters

Patio heaters & blankets



Welcome archway



Birra Moretti benches & brollies



Pathway lighting & planting



Wayfinder signs

## Garden

# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Bar

- Retain Oak planked front bar
- New Back Bar
- Strip and seal existing Timber Floor
- Reupholster existing fixed seating & new mid height section adjacent to bar
- New carpet to transition space
- Reconfigure glazed lobby entrance
- Full re-decoration with new F&F

## 2 Existing Dining Area

- New timber floor & existing tiles
- Existing conservatory room to have new tiled flat roof
- Full re-decoration with new F&F/Bric-a-Brac

## 3 New Dining Area

- New single storey brick extension with flat roof
- Mix of fixed & loosed seating
- New carpet
- New ladies' toilets
- Decoration and new F&F

## 4 General

- Existing M/F/Accessible toilets to be redecorated
- New kitchen to be installed



# External Refurbishment

## SIGNAGE AND EXTERNAL AREA



Works will include:

- Full redecoration
- New signage & lighting
- Jet wash existing patio area
- Make good existing pergola
- Festoon Lighting to patio/pergola
- General Garden Maintenance
- Birra Moretti branded benches, brollies & planters





## 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)

