

About the Opportunity



Why Invest?

Major refurbishment planned!

We are planning a full £272,000 refurbishment that touches every part of the William Morris, creating a premium local pub. We will be redecorating the entire interior of the pub and adding an all-new kitchen. This will develop a fantastic site with great appeal to the key demographics of the area.

The pub will benefit from new signage and new paint which will dramatically improve its kerb appeal to the high volume of passers-by.

Fantastic location

The William Morris is based in Walthamstow, London. The pub is very central with extensive transport links surrounding it and close to a large college and local council offices. There are nearly 40,000 adults living around the pub, with medium to high demographics. The pub has limited competition, but the pub all new look and feel make the William Morris stand out.

Taps full of potential

The William Morris has the potential to be the go-to Premium Local with its internal and external refurbishment and new kitchen. The new food offer will be a major draw for customers and locals. A great range of drinks and a strong menu with pub classics will appeal to a positive and ambitious operator who is experienced in the pub trade and knows what it takes to run a great pub.

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Target Customers

When refurbished, the William Morris will appeal to:

- Local Residents
- Tourists
- Friends, Colleagues & students

Offer

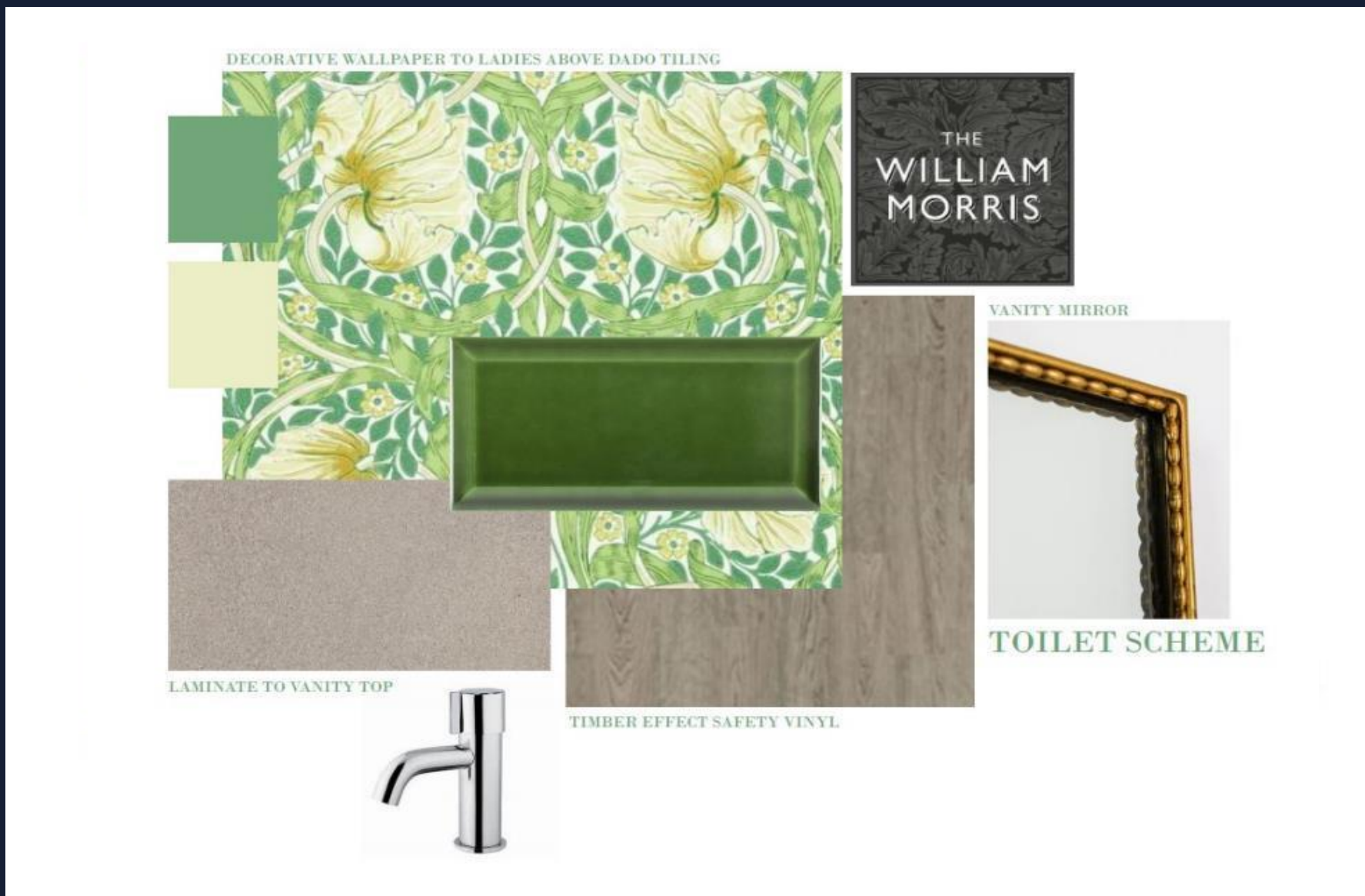
When refurbished, the William Morris will offer:

- A quality drinks range including premium & favourite beers, spirits, wines, no & low & soft drinks
- A food menu offering pub classics
- Televised sports and rhythm-of-the-week entertainment

Internal Mood Board



Internal Mood Board



External Mood Board

D

E

F

G

H

I

PRINT IN DH MARITIME TEAL AND MIDNIGHT TEAL

SIGNAGE COLOURS:

- DH MARITIME TEAL
- BS 18 C 39
DH MIDNIGHT TEAL MATCH
- BLACK
- BS 06 D 43
- WHITE

SIGNAGE:

- ITEM A. ONE X NEW ENGRAVED TILE EFFECT FASCIA WITH APPLIED FACE ILLUMINATED LETTERS
- ITEM B. TWO X NEW SETS OF AMENITY TEXT ILLUMINATED BY SIX X NEW COWL LIGHTS
- ITEM C. TWO X NEW SETS OF HIGH LEVEL SIGNWRITING
- ITEM D. TWO X NEW TRANSOM PANELS
- ITEM E. NEW SET OF OPAQUE PRINTED WINDOW VINYL'S
- ITEM F. NINE X NEW UP/DOWN LIGHTS
- ITEM G. FIVE X NEW FLOODLIGHTS
- ITEM H. ONE X NEW DOUBLE SIDED PICTORIAL. NEW LINOLITES
- ITEM I. EIGHT X NEW SET OF WINDOW VINYL'S

LETTERSTYLES. BLACK GUNNERS
ALL PLANTING TO BE SUPPLIED BY OTHERS UNLESS SPECIFIED

30 Watt Floodlight

Floor Plans & Finishes

1 Trading Areas

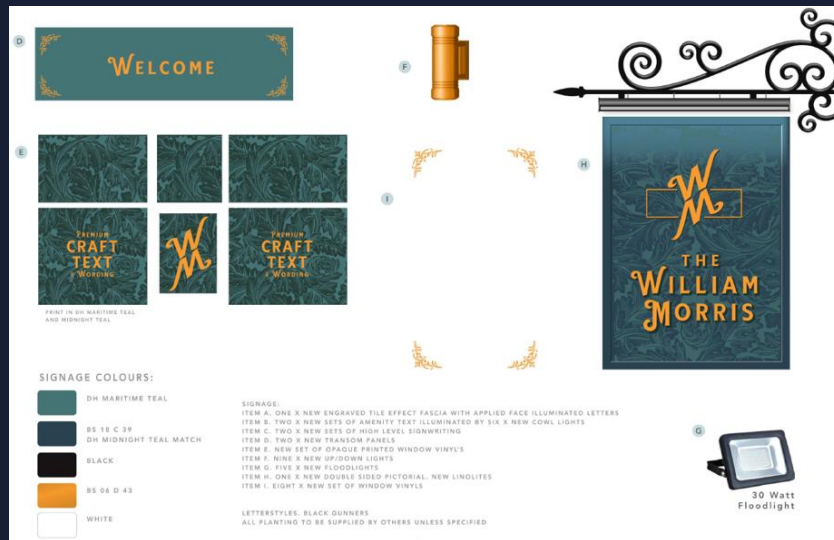
- Strip, Stain and repolish bar top and freshen frontage
- Upgrade back fitting
- Retain furniture and refurbish wherever possible. Provide new as necessary
- Retain all bric-a-brac and add to as necessary
- Decorate internally throughout
- New reclaimed timber floors as shown with 2 feature painted rugs
- Create new catering kitchen as plans

2 Toilets

- Light touch refurbish both toilets to include clean existing flooring
- Retain tiles and make good
- Retain existing layout and cubicles
- Redecorate throughout



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:

- New signage and external redecoration
- Repair timbers to front elevation
- No access to beer garden – Allow for new furniture, decorations, re-paint fence and decking and provision of festoon 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