



About the Opportunity



Why Invest?

Exciting Opportunity: The Crown, Headley Pub Refurbishment!

A light but carefully considered refurbishment will upgrade this charming, listed village pub in Arford, East Hampshire. Inside, the focus will be on enhancing the existing character, with repairs and light redecorations that improve flow and usability without losing its traditional charm. Fixed seating will be added to the underused middle section of the pub, turning it into a warm, inviting space that connects the bar and dining areas more effectively.

Elevate Your Investment: Witness the Transformation

Outside, a full external redecoration and new signage will improve kerb appeal and return the pub to its rightful place as a standout feature in the village. Located just off the A3 in a highly affluent area, and with a beer garden set across the road, the pub is perfectly positioned to become a go-to for locals and destination diners looking for quality food in a quintessential setting.

About the Opportunity



Target Customers

Local Residents:

- As the only pub in the village, the offer will cater to the community with a welcoming space for relaxed drinks, great food and familiar faces.

Destination Diners:

- The pub's beautiful traditional look, listed features and elevated food offer will attract visitors from further afield seeking a classic country pub experience.

Mature Socialisers:

- With an affluent, older population nearby, the pub will appeal to those looking for quality, comfort and a slower pace in a setting full of character.

Walkers and Countryside Explorers:

- Its location near the A3 and surrounding green spaces makes it a natural stop for walkers, day-trippers and weekend explorers.

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The Offer

Drinks:

- The pub will offer a wide range of premium drinks, including lagers, ciders, spirits, wines, along with a great range of soft drinks and low & no options. This variety caters to everyone, ensuring the pub appeals to a broad audience.

Food:

- A high-quality food offer focused on traditional pub dining, made to appeal to both locals and destination visitors. The menu will match the character of the pub with emphasis on well-executed, familiar dishes.

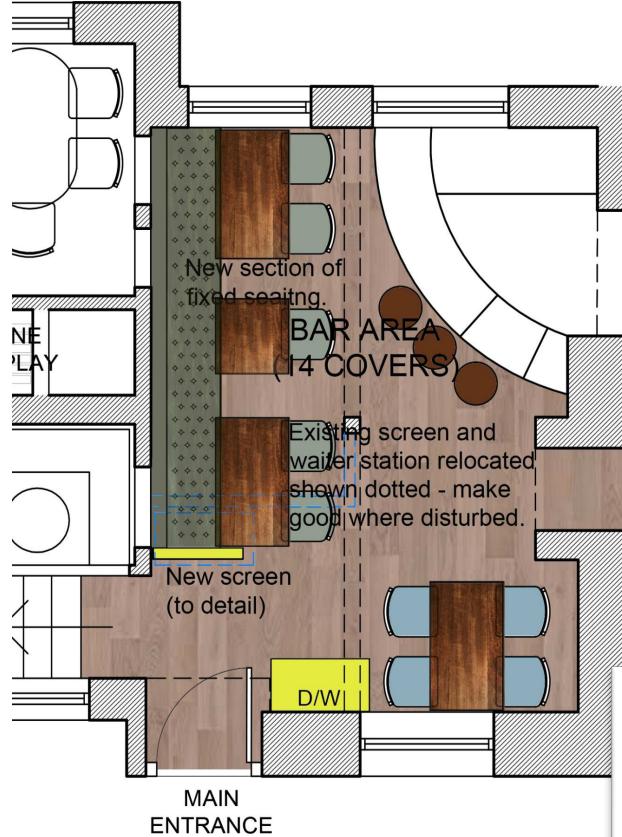
Coffee:

- Coffee can be offered, attracting daytime visitors and non-drinkers, broadening the pub's appeal.

Events:

- Entertainment will be kept traditional and community-led, such as occasional quizzes, dining events or seasonal celebrations in keeping with the style of the pub.

Internal Mood Board

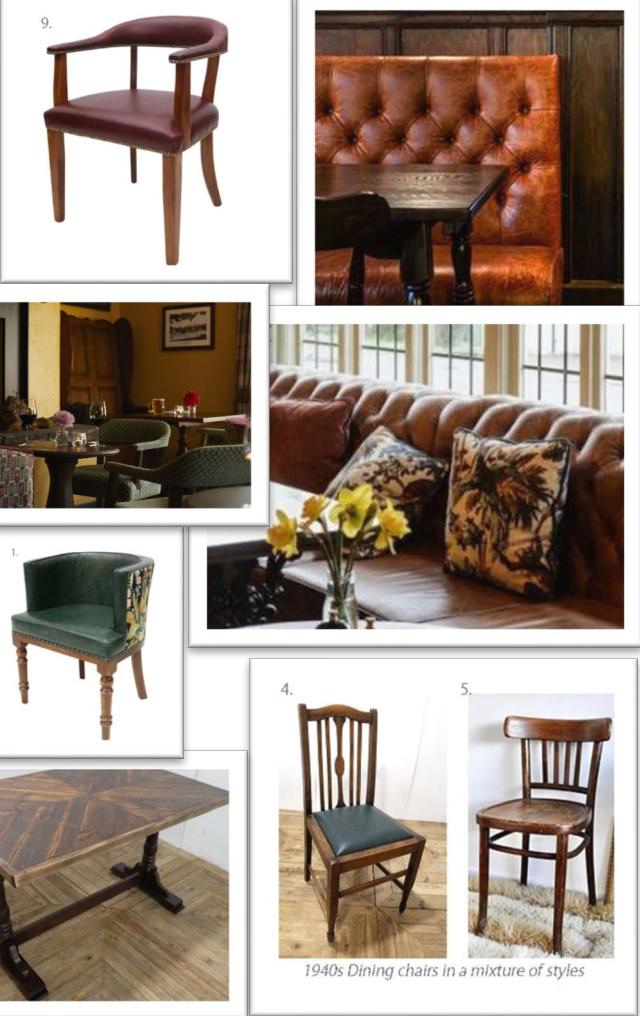


Architectural floor plan of a pub interior. Key areas include:

- NE PLAY**: Located in the top left corner.
- MAIN ENTRANCE**: Located at the bottom left.
- BAR AREA (14 COVERS)**: Located in the center, featuring a curved bar counter and a new section of fixed seating.
- New screen (to detail)**: Located in the bottom left corner.
- D/W**: Located in the bottom center.
- Existing screen and waiter station relocated shown dotted - make good where disturbed.**: Located in the center, indicating the relocation of existing screens and waiter stations.

Notes on the plan:

- New section of fixed seating.
- Existing screen and waiter station relocated shown dotted - make good where disturbed.

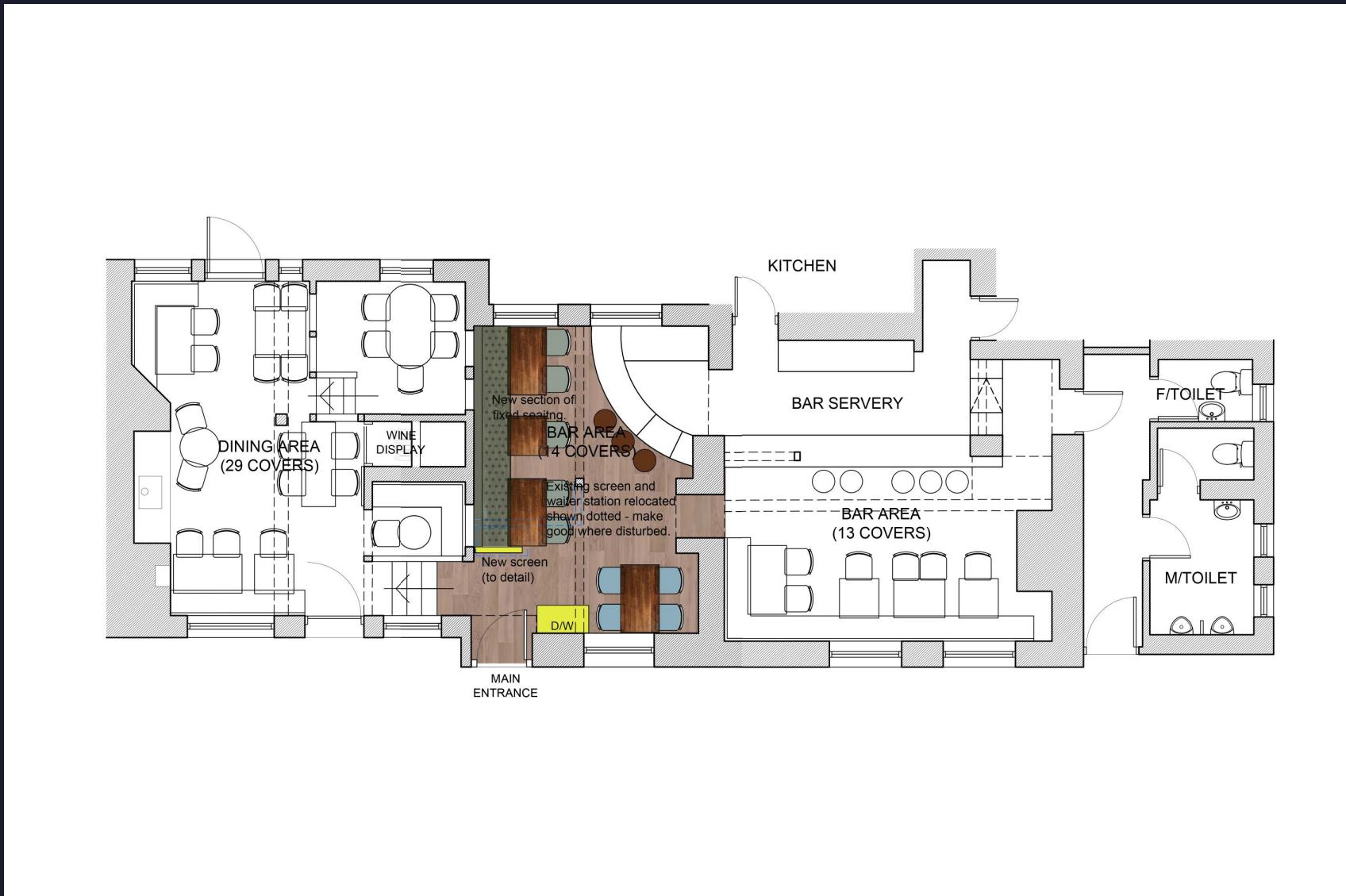


Grid of nine images illustrating furniture and interior design:

9. A wooden armchair with a maroon leather seat and backrest.
2. A large, tufted leather sofa with a wooden coffee table in front.
3. A dining room with round tables and chairs, and a waiter station in the background.
1. A green velvet armchair with a floral patterned backrest.
6. A long, brown leather sofa with floral pillows.
7. A wooden dining table with a herringbone pattern top and dark legs.
4. A wooden chair with vertical slats and a dark green cushion.
5. A wooden chair with vertical slats and a light-colored cushion.

Text below image 4 and 5: *1940s Dining chairs in a mixture of styles*

Rendered Floor Plan



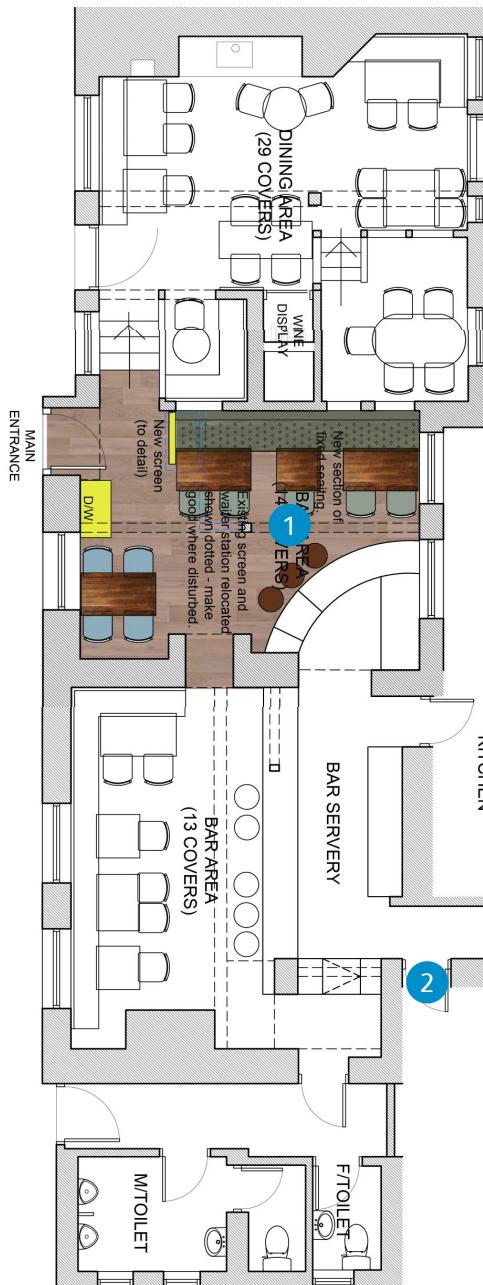
Floor Plans & Finishes

1 General Trade Areas:

- Move waiter station to the other bar.
- Supply and install new seating and tables as per plan.
- Treat damp on RHS of bar and redecorate to match existing.
- Repair and redecorate panelling by bar.
- Carry out two large repairs to kitchen floor.
- Uplift and dispose of 8m² existing vinyl flooring.
- Repair and level subfloor and apply latex.
- Supply and install new Altro flooring to match existing.
- Repair or replace cellar ceiling.
- Decorate middle bar area.
- Supply and install new screen to bar.

2 Private Accommodation:

- Supply and install Altro vinyl to food storeroom.
- Supply and install new ply flooring to Room 4.



External Refurbishment



Signage and external works:

- Scaffolding to front and back of the property, including licence
- Site health and safety file
- Patch and repair cracked render
- Repair plastic guttering and downpipes
- Overhaul windows, including resin and splice repairs
- Overhaul external doors to front and back
- Check, repair or replace external lighting
- Prepare and redecorate all previously painted external surfaces, including doors and windows
- Supply and install new external signage
- Adapt or install power as required to support new lighting
- Overhaul main roof and replace tiles where needed
- Install new snow guards to main roof
- Clear and overhaul flat roof above kitchen
- Install new felt upstand to small pitched roof
- Install new leadwork to small pitched roof
- Replace broken tiles to small pitched roof



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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? Get in touch.

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SIGNAGE SCHEME 2019

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