



● ELSTREE/PLOUGH, HIGH STREET, ELSTREE, BOREHAMWOOD, WD6 3EU ●

# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Beautiful refurbishment planned

A fabulous refurbishment will transform the East Elstree (with a proposed name change to The Plough) into a great destination food pub. Inside, the trading area will be split across the lounge area and the new covered pergola / conservatory and will be totally transformed into a relaxing welcoming venue with its new layout and contemporary finishes. This will include a new kitchen area, bar servery, new lighting and upgrading the customer toilets.

Outside, we will be upgrading the pub with new external decorations and a new signage and lighting scheme. The new flexible pergola will be covered, allowing for all-year round trade.

### Picturesque location

The Plough is located Elstree, situated on busy crossroads near open park areas and lakes. It is also close to the train station, Borehamwood town centre and the local business park with over 50 permanent business. The demographics show only one competitor pub, over a ten-minute walk time away.

### Untapped potential

The location and being the only pub in the nearby area, the amazing outside trading space and the great food and drinks offer that will be available mean the Plough has massive potential. The pub has capacity for 232 covers, 142 of those are outdoors in the tranquil surroundings. All we're looking for is the right operator who has great knowledge of food and providing great customer service....

## SO, COULD THAT BE YOU?

# ABOUT THE OPPORTUNITY

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## TARGET CUSTOMERS

The newly refurbished Plough will appeal to:

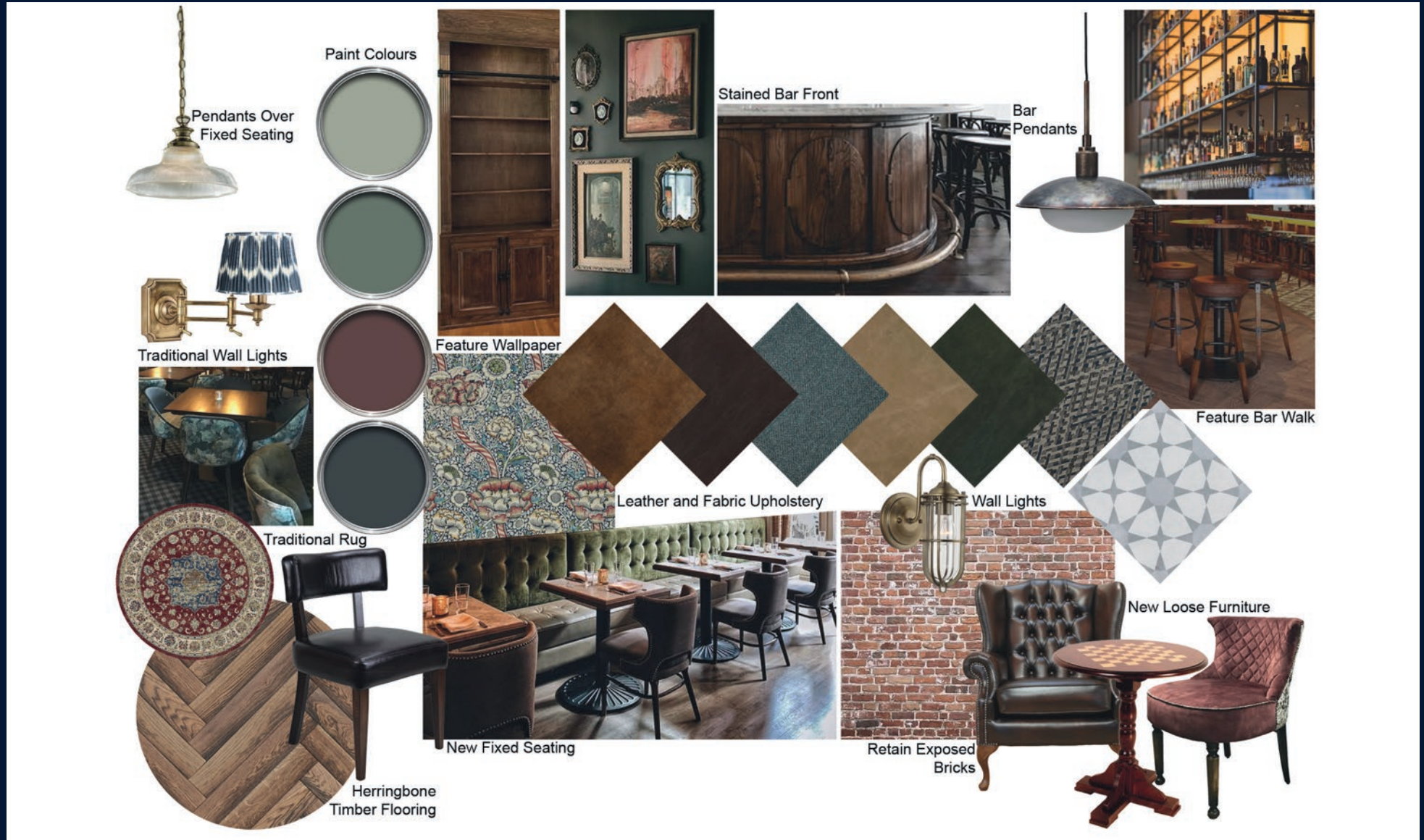
- Locals and those from neighbouring towns and villages that want a premium local to visit.
- Families looking for a day out with great food & great drinks in beautiful, relaxed surroundings

## OFFER

When refurbished, the Plough will offer:

- A full range of draught lagers, both premium and favourite, as well as great wines, spirits, zero and low alcohol and mineral options.
- Quality assorted menu including specials and pub classics.
- Coffees to increase day trade
- Entertainment throughout the week and weekends such as wine and gin tastings, food special nights and solo artist live entertainment.

# INTERNAL MOODBOARD



# EXTERNAL MOODBOARD



# EXTERNAL MOODBOARD

**A** WARM WELCOME TO THE  
**B** **C**  
**THE PLOUGH**  
Drink & Dine  
LARGE GARDEN with  
BAR & COVERED SEATING AREA

**D** **THE PLOUGH**  
Drink & Dine

**E** Serving Traditional  
ALES & SPIRITS  
Home cooked  
**FOOD**  
Families made Welcome

**F** Serving Traditional  
ALES & SPIRITS  
Home cooked  
**FOOD**  
THEME NIGHTS  
& ENTERTAINMENT  
Freshly brewed coffee  
LARGE GARDEN with  
COVERED SEATING AREA

**G** **H** **THE PLOUGH**  
CAR PARK  
FOR PATRONS ONLY

**I** ENTRANCE  
Please use the front  
entrance to  
enter the premises  
Thank You

**J** The Management  
cannot accept  
any liability for  
loss of or damage  
to any  
vehicles parked  
on these premises

**K** **L**

**M** 30 Watt  
Floodlight

ALTERNATIVE PICTORIALS:

**SIGNAGE:**  
ITEM A. ONE X SET OF INDIVIDUAL LETTERS WITH BEVELLED FACES. FINISHED GOLD WITH BLACK DROP SHADOWBACKS. ILLUMINATED BY TROUGHLIGHT.  
ITEM B. ONE X SET OF INDIVIDUAL LETTERS, SIGNWRITTEN LETTERING AND PLOUGH IMAGE TO PAINTED BRICKWORK.  
ITEM C. ONE X DOUBLE SIDED HANGING PANEL WITH FRET CUT PLOUGH LOGO. ILLUMINATED BY LINOLITES.  
ITEM D. ONE X SIGNWRITTEN PANEL TO RIGHT HAND ELEVATION.  
ITEM E. TWO X SHAPED AMENITY BOARDS TO RECESSED WINDOWS.  
ITEM F. ONE X AMENITY BOARD.  
ITEM G. ONE X POSTER CASE WITH PRINTED BACKPANEL.  
ITEM H. TWO X SMALL POST SIGNS TO CAR PARK ENTRANCE.  
ITEM I. TWO X ENTRANCE DIRECTIONAL SIGNS.  
ITEM J. THREE X CAR PARK DISCLAIMER SIGNS.  
ITEM K. ONE X LARGE FEATURE LANTERN.  
ITEM L. ONE X PORTLAND LANTERN.  
ITEM M. SEVEN X FLOODLIGHTS.

**SIGN COLOURS:**  
GOLD FINISH   
BLACK   
RAL1019   
RAL9010

LETTERSTYLES: JUDSON, FOGLEHITEN  
ALL PLANTING TO BE SUPPLIED BY OTHERS UNLESS SPECIFIED

PLEASE REFER TO PAINT  
MANUFACTURER SWATCHES  
PRIOR TO APPROVAL

**srsigns** Limited

12751 SIGN52



# FLOOR PLANS & FINISHES

1

## DINING AREA

The dining area will be fully refurbished and redecorated. Works will include:

- Sand re-stain timber flooring
- Remove bar and backfitting and form new dining height fixed seating
- Block up door to kitchen and form new corner fixed seating
- New herringbone timber flooring where shown
- New furniture and rug
- Redecorate
- Feature wallpaper behind fixed seating
- New bric a brac
- New curtains
- New lighting

2

## LOUNGE

Works will include:

- Sand re-stain timber flooring
- Remove circular booths and make good
- Patch in timber flooring from booth removal necessary
- New straight section of xed seating
- New furniture
- Redecorate
- New brie a brae
- New curtains
- New lighting





# FLOOR PLANS & FINISHES

3

## BAR AREA

The bar area will be fully refurbished and redecorated. Works will include:

- Sand re-stain timber flooring
- Now tied bar walk
- Remove existing bar and back fitting and form new
- Block up to door to bar servery with window
- New bookcase detail to LHS of fireplace
- New mid height furniture
- Redecorate
- New bric a brac
- New lighting

4

## TOILETS

Works will include:

- Retain sanitaryware
- Retain flooring and wall tiles
- New decorations
- New lighting



# EXTERNAL REFURBISHMENT

## SIGNAGE AND EXTERNAL AREA

Works will include:

- Full external redec and new signage scheme
- New herringbone timber flooring
- New flagstones to patio
- Remove fixed seating and form new where indicated
- New furniture and benches
- New parasols
- Redecorate conservatory
- New bric a brac
- New lighting/festoon on posts



WS, SOFFITS, GUTTERS, GABLE

BRICKWORK

DOORS



## 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)**