



Duke of York, Gate Helmsley, York, YO41 1JS

About the Opportunity



Why Invest?

Complete Refurbishment Planned!

The Duke of York will be transformed into a fantastic Great Pub Great Food business after a full refurbishment inside and out.

Inside the pub, an exciting transformation is underway with a full overhaul and redecoration of the trade area, bar, and toilets. The layout will be revamped to include multiple zoned areas, such as snugs, a conservatory, private dining areas, and the main bar area with feature fireplaces. Works will be undertaken to improve the kitchen to cater to the 103 internal covers. The main dining area will seamlessly flow into the conservatory and patio area, creating a delightful link between indoor and outdoor dining during warmer weather.

Externally, the pub will undergo a significant transformation as well. A beer patio will be set up at the front, while a spacious terrace with a grassed garden at the rear will cater to walk-in customers and families, providing them with a lovely outdoor space to enjoy. The pub's exterior will be completely redecorated, with a modern and inviting colour scheme designed to catch the attention of passing traffic and beckon them to stop by. Funding has been earmarked for creating a Moretti Star First garden, subject to board approval, further enhancing the appeal of the pub's exterior.

Prominent Village Location

The Duke of York sits prominently at the gateway to the village of Helmsley on the main A166 road, which links several villages/towns between Leeds and York to the coast. The demographics surrounding the pub are promising, with a significant influx of new housing developments attracting affluent locals and visitors alike. With limited competition in the village, the Duke of York is guaranteed to be the go-to for locals whilst also catering to travelling guests from surrounding towns.

A pub business with bags of potential

The transformed Duke of York will stun guests and take its rightful place as THE destination pub in the area. 60/40 food led, this is a fantastic opportunity for a positive and ambitious operator with prior experience of developing and delivering a substantial food offer. Combine this with skills in driving wet sales through a great range of drinks and driving footfall with a strong events calendar and the opportunities at the Duke are endless.

About the Opportunity



Target Customers

When refurbished, the Duke of York will appeal to a very broad spectrum of customers, including:

- Families looking for an evening or weekend meal
- Passing trade looking for a quality spot to eat and drink
- Locals celebrating a special occasion looking for a treat experience

Offer

When refurbished, the Duke of York will offer:

- A superb range of well-kept lagers, beers and ciders; with an equally on trend gin, wine and softs range coupled with artisan cocktails for the celebration occasion served by a great bar team.
- An innovative crowd-pleasing food menu that prides itself on locally sourced ingredients delivered by a passionate chef and kitchen team.
- A great coffee offer
- A good social events calendar in keeping with a good food house – such as family dining or wine with a steak promotions on quieter midweek evenings or an acoustic Sunday act; all serving to bring custom and lengthen service during quieter occasions.

Internal Mood Board



RETAIN BAR, STRIP, STAIN & POLISH BAR TOP & PAINT FRONT



STRIP / WHITE WASH BEAMS



ADAPT BACK BAR DISPLAY, APPLY TILE / MIRROR & LIGHTING



WARM HERITAGE COLOURS



NEW FEATURE WALLPAPER & ARTWORK



CONSERVATORY AREA - APPLY BOARDING EFFECT WALLPAPER TO CEILING, NEW ARTWORK & FEATURE SHARING TABLE. RETAIN PENDANT & ADD HANGING PLANTS. NEW DRAPE.



SNUG DINING AREA - ADAPT FIXED SEATING WITH LOOSE CUSHIONS & ARTWORK CLUSTERS. REPLACE CARPET & NEW TIMBER FLOOR. PAINT TIMBER PANELLING



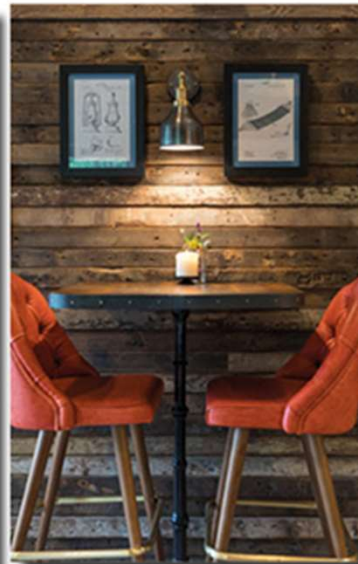
NEW CARPET & STRIP / STAIN & POLISH EXISTING TIMBER



Internal Mood Board



GENERAL LOOK & FEEL, NEW UPHOLSTERED TUB SEATING. RE-UPHOLSTER FIXED SEATING WITH LOW STOOL DRINKING TABLES



WHITE WASH EXISTING RECLAIMED TIMBER PANELLING



NEW PAINT COLOURS



NEW FEATURE DRINKING POSEUR TABLE & NEW UPHOLSTERED STOOLS



GENERAL LOOK & FEEL - LOW STOOL DRINKING TABLES ON TILED FLOOR



NEW TUB CHAIR SOFT SEATING



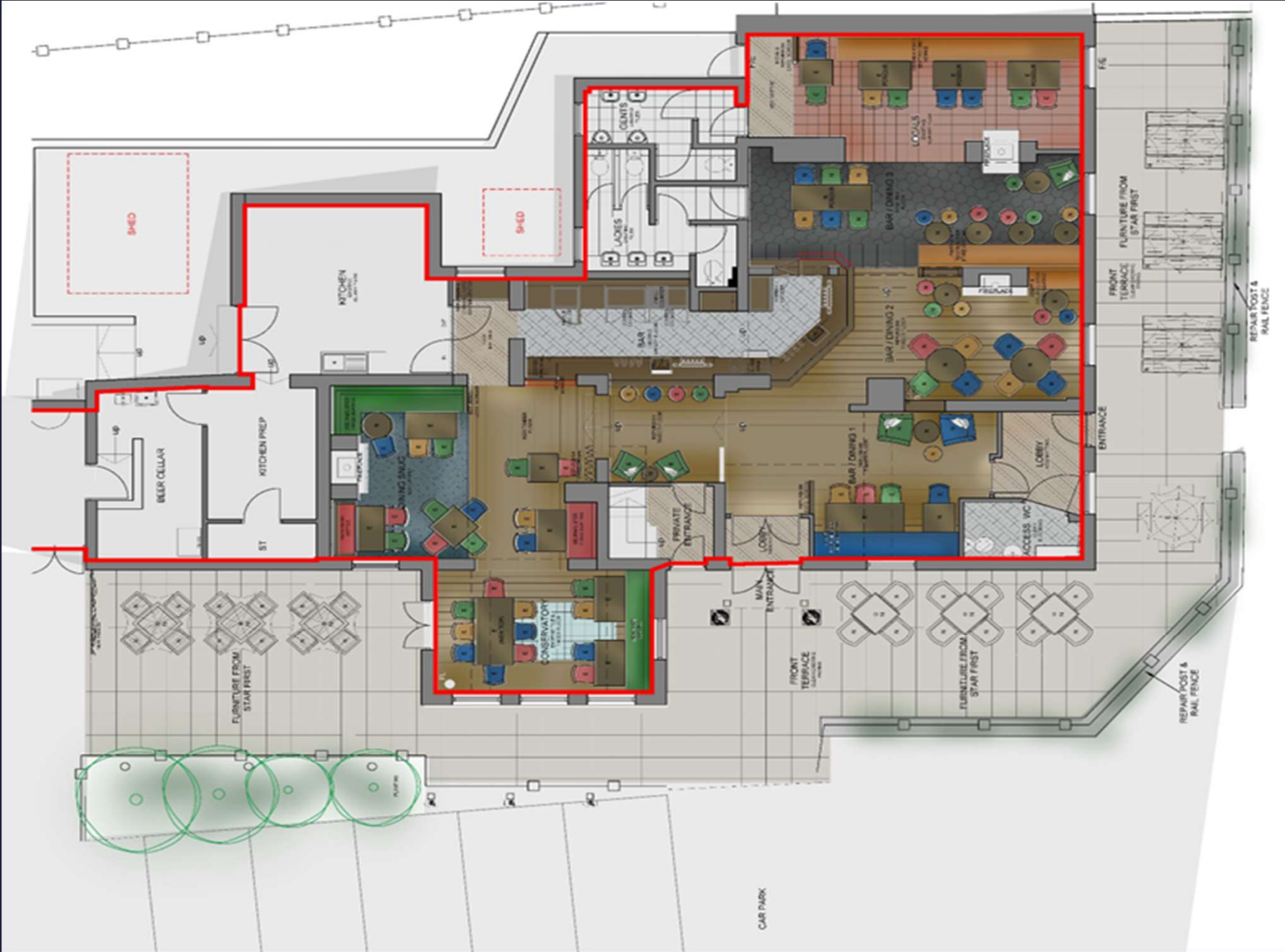
RETAIN ALL FLOORING. STRIP, STAIN & POLISH TIMBER & CLEAN TILE



EXTEND FIXED SEATING

External Mood Board





Floor Plans & Finishes

1 Dining Snug / Conservatory

- Recarpet and new timber flooring
- Re-upholster fixed seating sections.
- Minor works to decorative screen & bookcase.
- Allow for works to beams / strip back.
- Wallpaper to conservatory ceiling.
- New fixed seating run in conservatory, strip stain and polish timber floor.
- Full redecorations throughout, allow to refurbish furniture.
- Retain light fittings.
- Enhance fireplace and ensure in full working order.

2 Bar

- Retain bar, allow to strip, stain & re-polish bar top, paint bar front and apply fluted oak within panel recesses.
- Allow for minor works to under counter to fit additional bottle coolers & new back bar section by removing till on back bar.
- Retain back bar display and enhance by painting timber, applying shelf sections with mirror / tiled back.

3 Bar / Dining Area 1 & 2

- Strip, stain and polish timber flooring, clean tiled floors.
- Alter / adapt and recover existing fixed seating sections.
- Full redecorations throughout, allow to refurbish furniture.
- Retain light fittings.
- Enhance fireplace and ensure in full working order.
- Form new dwarf wall within existing opening.



Floor Plans & Finishes

4 Bar / Dining 3 & Locals

- Retain timber floor and strip, stain and polish.
- Retain wall panelling - decorate only
- Recover existing fixed seating section
- Full re decorations throughout, allow to re furbish furniture.
- Retain light fittings.
- Replace wall paper
- New feature poseur table

5 Toilets (Gents & Ladies)

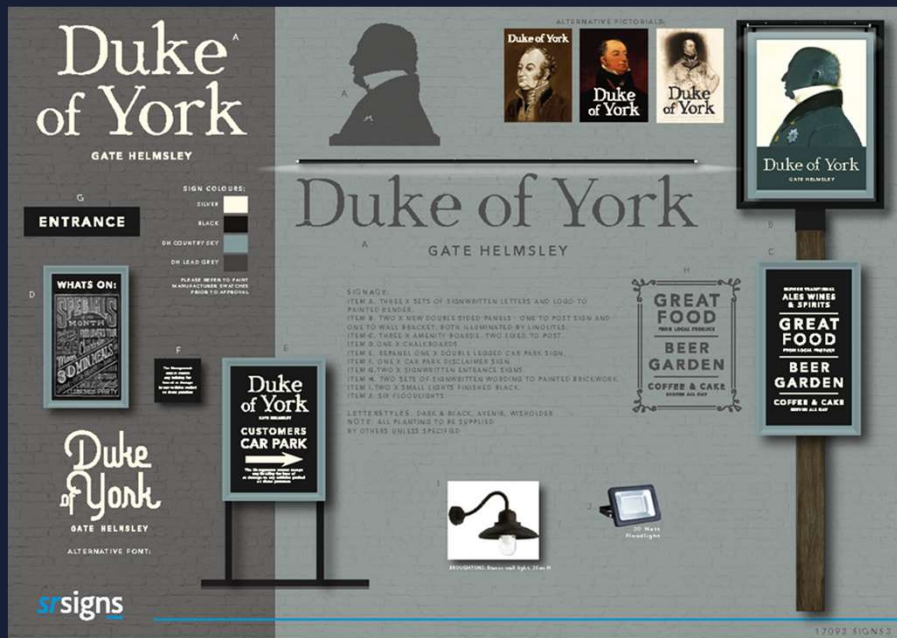
- Retain wall tiles & minor repairs
- Retain floor tiles, acid clean & re grout
- Retain sanitary - ensure in full working order
- Fully redecorate
- New bric a brac
- Ladies only - Enhance vanity
- Accessible WC – Clean & Redecorate

6 Kitchen

- Deep clean floor tiles
- Fully redecorate
- New catering layout as per Lloyds catering plan
- New whiterock wall finish



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:

- Tidy grassed area & trim shrubs / hedges
- Weed kill paved area
- Paint fence & gates
- New bulkhead fittings
- Refurbish benches for rear garden
- New loose furniture (Star First)
- Festoon lighting
- New gabion planters to front terrace area



BUILDING COLOURS:

RAL7021

DH LEAD GREY

DH COUNTRY SKY

PLEASE REFER TO PAINT



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