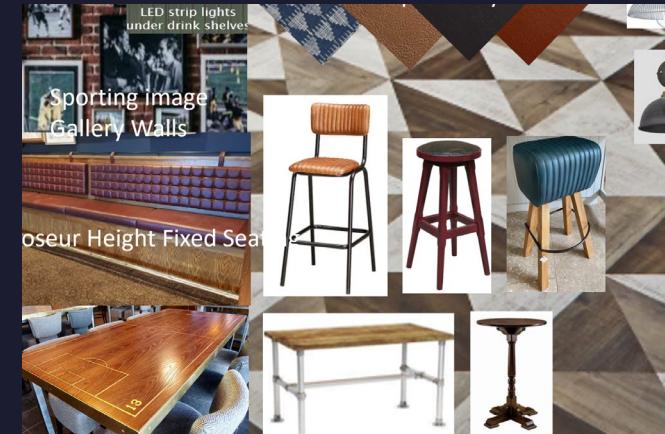
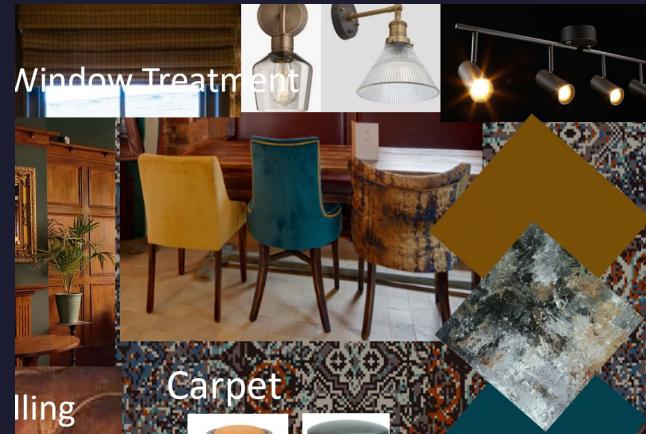
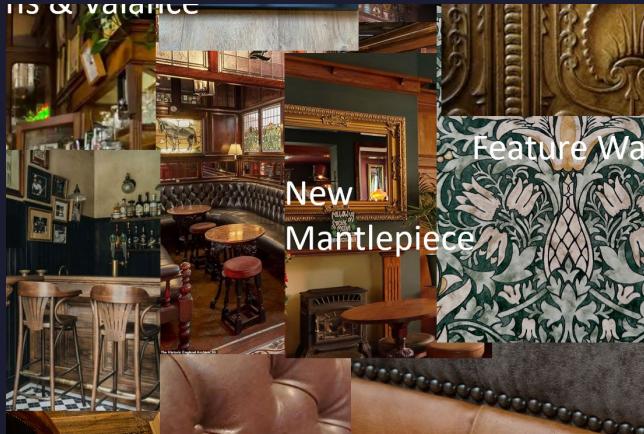




The Fountain, 169 Beacon Street, Lichfield, WS13 7BG

# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Fountain, Lichfield Pub Refurbishment!

A full refurbishment will transform The Fountain in Lichfield into a standout premium local. Inside, the scheme will deliver a complete redesign of all trading spaces, with new furniture, upgraded finishes and a flexible layout that suits a broad range of customers. The result will be a welcoming, comfortable pub with broad appeal - from casual drinks to quality food occasions.

### Elevate Your Investment: Witness the Transformation

Outside, the pub will benefit from full redecoration, new signage, lighting, and garden upgrades, making it more inviting and visible from the roadside. Located in England's smallest city, famed for its three-spired cathedral and Georgian charm, The Fountain is well placed to draw from a wide demographic. The investment will restore it as the go-to pub in the area for locals, couples, groups and families alike.

# About the Opportunity



## Target Customers

### Couples & Social Groups:

- The stylish, premium feel and versatile layout will attract couples and groups for relaxed evenings, weekend drinks and special occasions.

### Families:

- With a welcoming environment, a food menu that caters for all ages and a spacious layout, families will find The Fountain ideal for casual lunches or celebratory meals.

### Locals & Regulars:

- Those living nearby will return for the improved experience – whether for a midweek pint, live sport or regular events.

### Visitors & Tourists:

- Situated in a historic market town, the pub will appeal to tourists exploring the city's key landmarks including Lichfield Cathedral and the Samuel Johnson Birthplace Museum

# About the Opportunity



## 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:

- High-end pub food, designed to complement the new premium look and meet the expectations of locals and visitors.

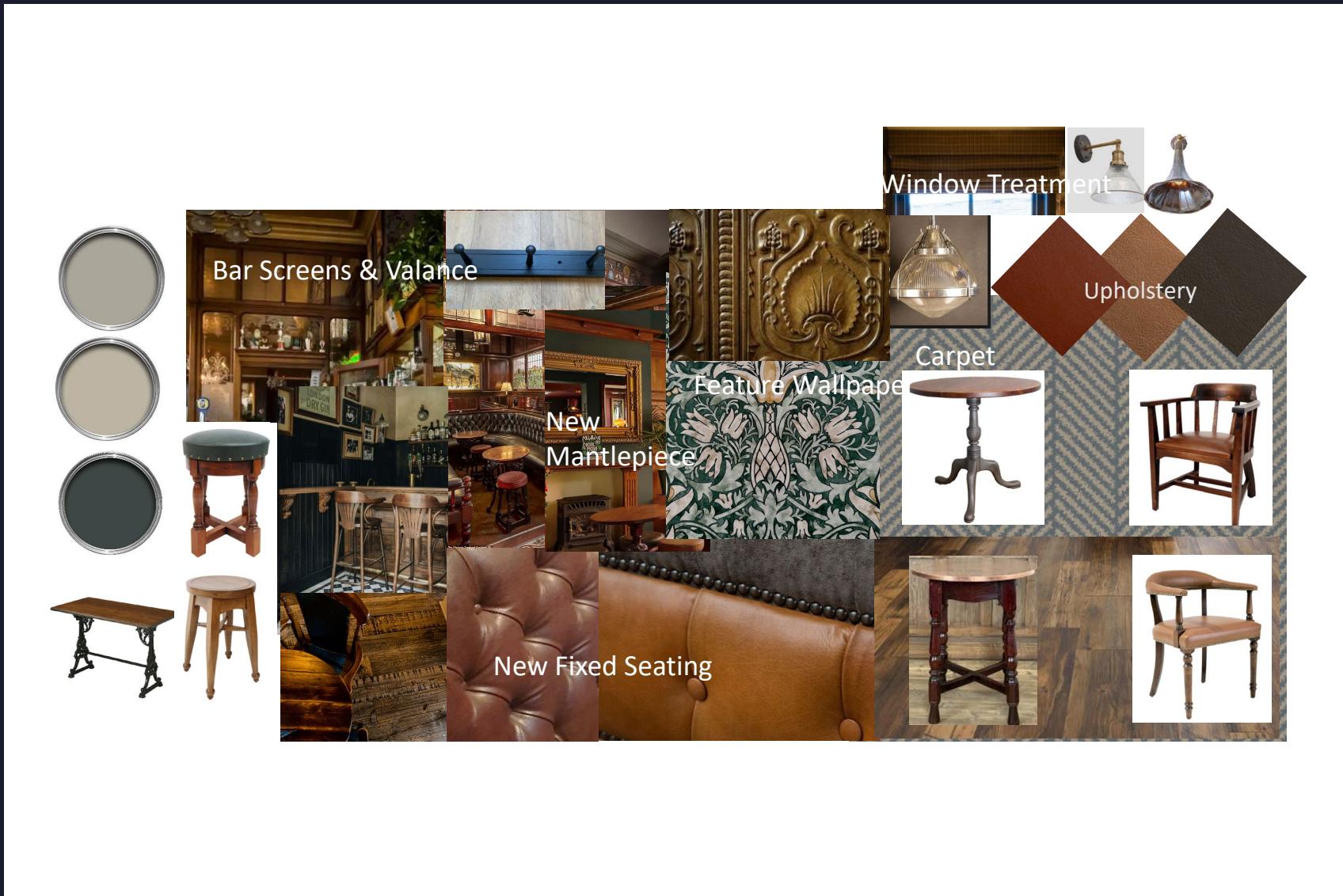
### Coffee:

- A proper coffee offer will cater to daytime visitors, non-drinkers and those after a more relaxed experience

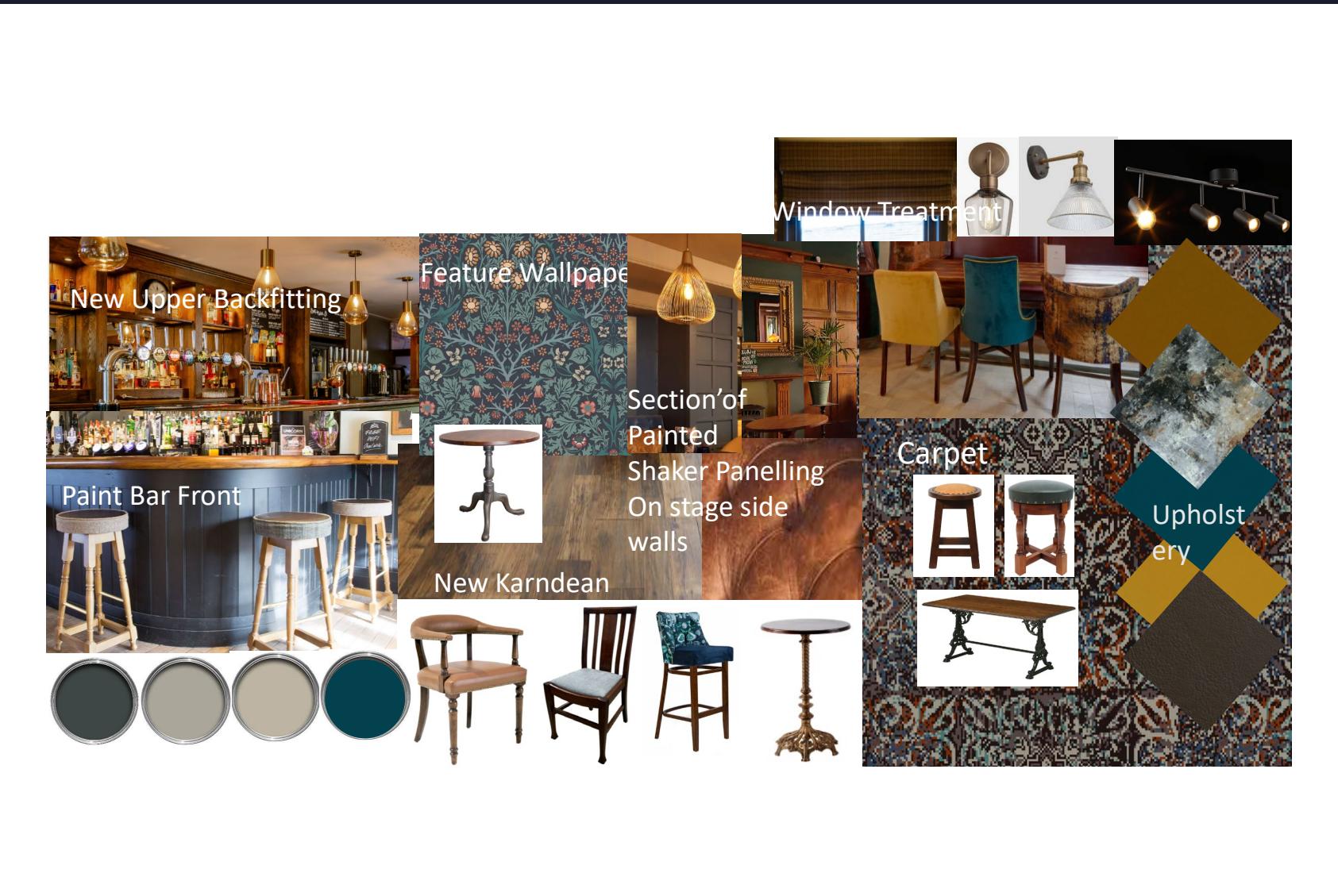
### Events:

- The pub will offer live music, sport, bingo, quizzes, and host events catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

# Internal Mood Board



# Internal Mood Board



# Internal Mood Board

**Mural Wallpaper**

**Between Darts Boards**

**Double Darts feature Wall with halo lit Boards**

**Upholstery**

**Patterned Karndean Floor**

**Furniture Styles**

**Sporting image Gallery Walls**

**Poseur Height Fixed Seats**

**LED strip lights under drink shelves**

Four paint color swatches: beige, dark grey, teal, and burnt orange.

# Rendered Floor Plan

STAR  
PUBS



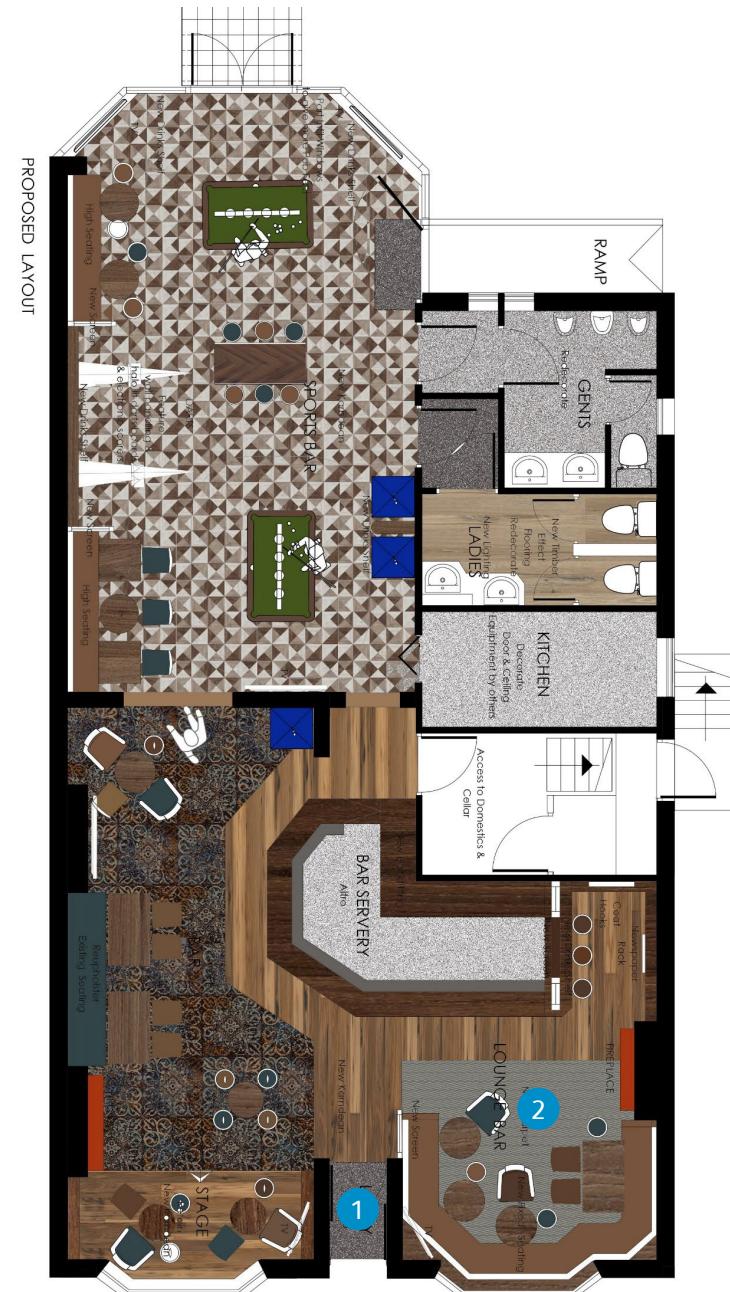
# Floor Plans & Finishes

## 1 General Trade Areas:

- New lighting to existing points.
- New curtains and sham Roman blinds with blackout roller blinds behind trade windows.
- New artwork and 3D bric-a-brac.
- New internal signage.

## 2 Lounge Bar Area:

- New dummy fireplace feature.
- New carpeting.
- New timber-effect Karndean flooring.
- New bar valance and screens.
- Full decoration to all painted surfaces, including feature wallpaper.
- New fixed seating.
- New light fittings to existing and proposed positions.
- New artwork and 3D bric-a-brac.
- New loose furniture.
- New curtains and sham Roman blinds with blackout roller blinds behind trade windows.



# Floor Plans & Finishes

# STAR PUBS

## Bar Area:

- New timber-effect Karndean flooring.
- New carpeting.
- Joinery for new screen.
- Reupholster existing fixed seating.
- New curtains and sham Roman blinds with blackout roller blinds behind trade windows.
- Refurbish and allow for part new loose furniture.
- Full redecoration including feature wallpaper.
- New lighting to existing points.
- New painted shaker-style panelling to stage-side wall.

## 4 Sports Bar Area:

- Part-boarded conservatory windows with millboard cladding.
- New TV position with relevant services and power.
- New feature darts wall with shaker panelling and wallpaper.
- New tri-colour patterned Karndean flooring.
- Full decoration to all painted surfaces.
- New poser-height fixed seating with footrests.
- New loose furniture.

# Floor Plans & Finishes

## 5 Bar & Backfitting:

- Strip and repolish existing countertop.
- Paint bar front.
- Remodel upper backfitting to introduce display steps and free-pour.
- New lighting.
- New bar product layout.
- New safety flooring with welded seams and self-coving.

## 6 Customer Toilets:

### Ladies:

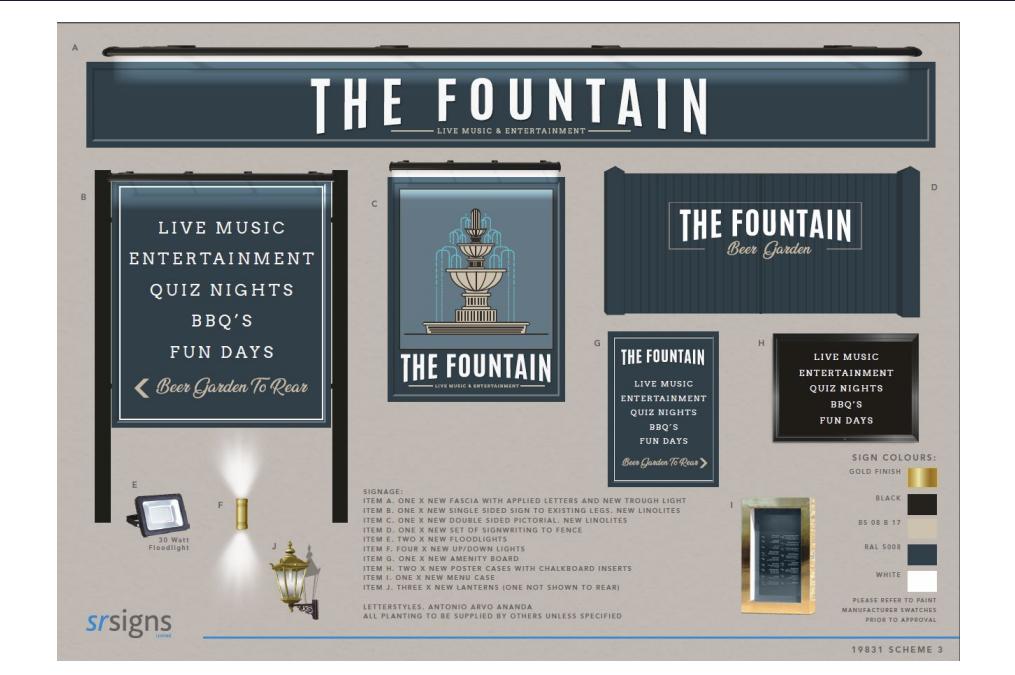
- Full redecoration.
- New timber-effect safety vinyl flooring.
- Manufacture and fit new mirror.
- New lighting to existing positions.

### Gents:

- Full redecoration.
- New timber-effect safety vinyl flooring.
- Manufacture and fit new mirror.
- New lighting to existing positions.



# External Refurbishment



## Signage and external works:

- Provision for new signage and external lighting scheme.
- Allowance for full external redecoration.



**STAR**  
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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.

📞 08085 94 95 96

↗ [www.starpubs.co.uk](http://www.starpubs.co.uk)

Fountain, 169 Beacon Street, Lichfield, WS13 7BG