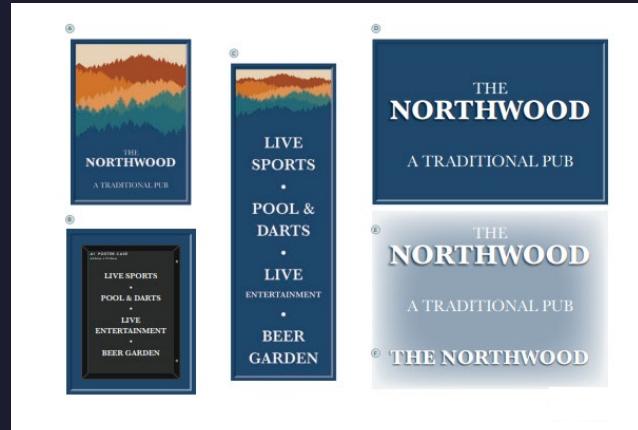




The Northwood, 55 Botany Bay Road, Stoke-on-Trent, ST1 6PU

About the Opportunity



Why Invest?

Exciting Opportunity: The Northwood, Stoke-on-Trent Pub Refurbishment!

We're investing in a full refurbishment to transform this tired local into a smart, welcoming community pub. Inside, the scheme will include new lighting, fixed and loose furniture, full redecoration, and updated finishes to create a clean, sociable layout that appeals to a wide customer base. The result will be a more modern, comfortable environment with flexible space for both food and drinks trade.

Elevate Your Investment: Witness the Transformation

Outside, the front and side elevations will be redecorated and the patio area improved, helping boost kerb appeal and outdoor trading potential. Situated in Northwood, just a short distance from the city centre, the pub is surrounded by housing and benefits from strong footfall potential with over 17,000 residents within a 20-minute walk. The aim is to re-establish the pub as a hub for the community and a top choice in the area.

About the Opportunity



Target Customers

Local Residents:

- As the only refurbished pub in the immediate area, the new look and improved offer will attract people living nearby who want a welcoming local to eat, drink and socialise.

Groups and Social Drinkers:

- Whether it's a catch-up with friends, date night or drinks before a night out, the mix of seating, lighting and music will appeal to mixed groups.

Families and Casual Diners:

- A good-value menu of pub classics will attract families looking for simple, reliable meals in a comfortable setting.

Sports and Entertainment Fans:

- With Sky Sports, TNT Sports, live music and quizzes, the pub will suit those looking for activity and energy throughout the week.

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:

- A high-end pub food offer tailored to suit a wide audience, including local residents and casual diners

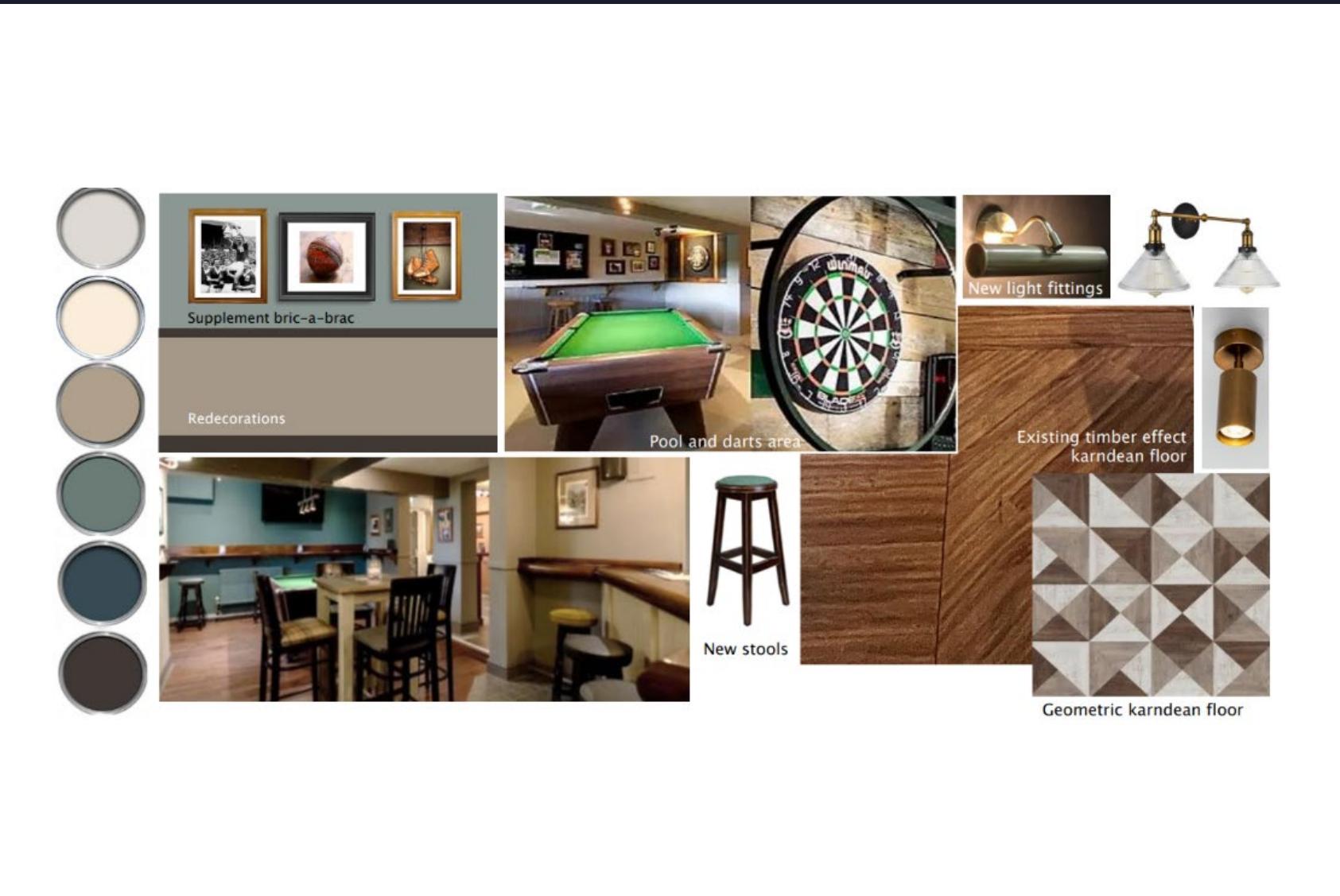
Coffee:

- A full coffee offer will support daytime trade and non-drinkers, helping to drive all-day footfall.

Events:

- The pub will offer live music, bingo, quiz nights, Sky and TNT Sports, horse racing, and host events catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

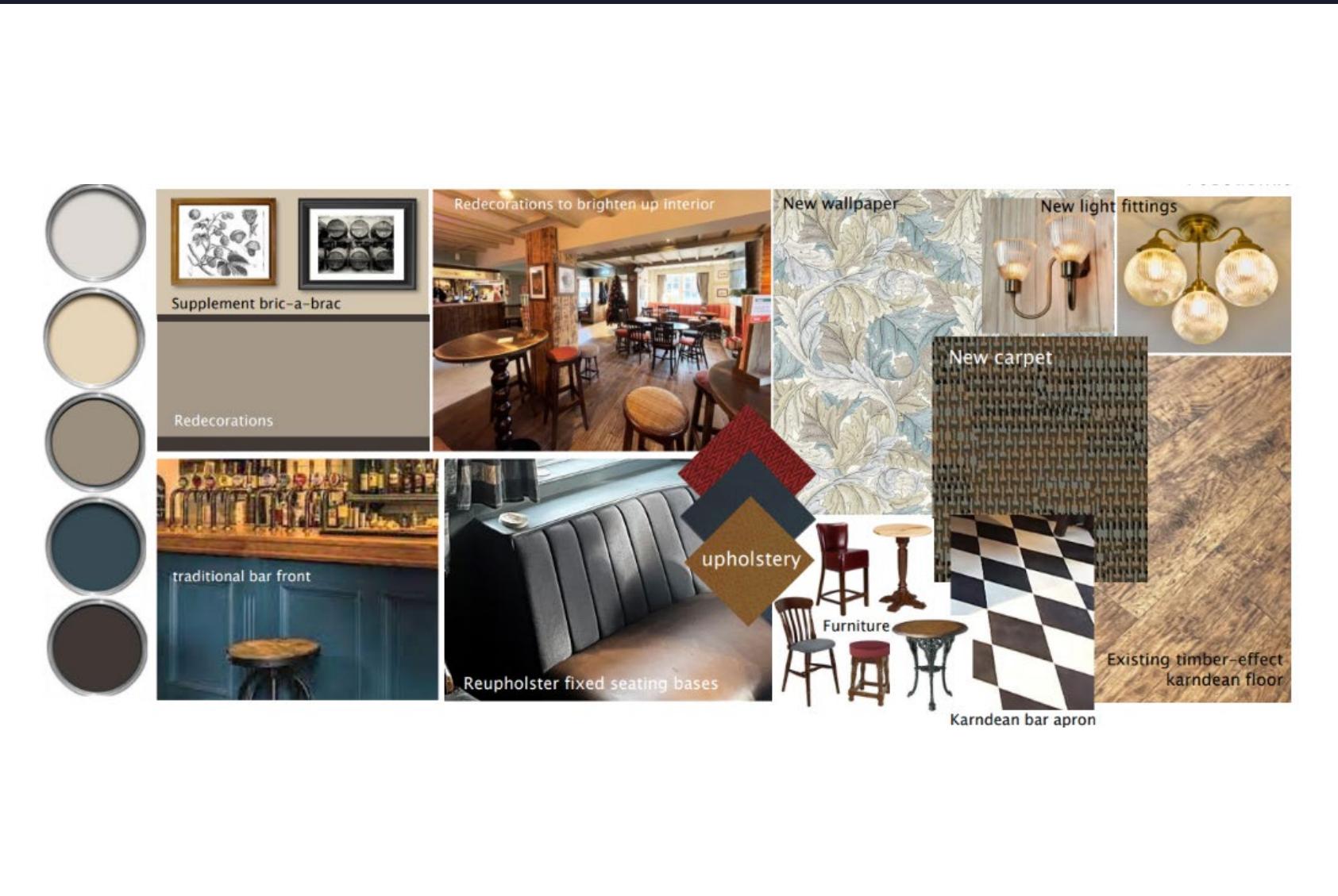
Internal Mood Board



The mood board is a collection of images and samples arranged in a grid, illustrating design concepts for a pub's interior.

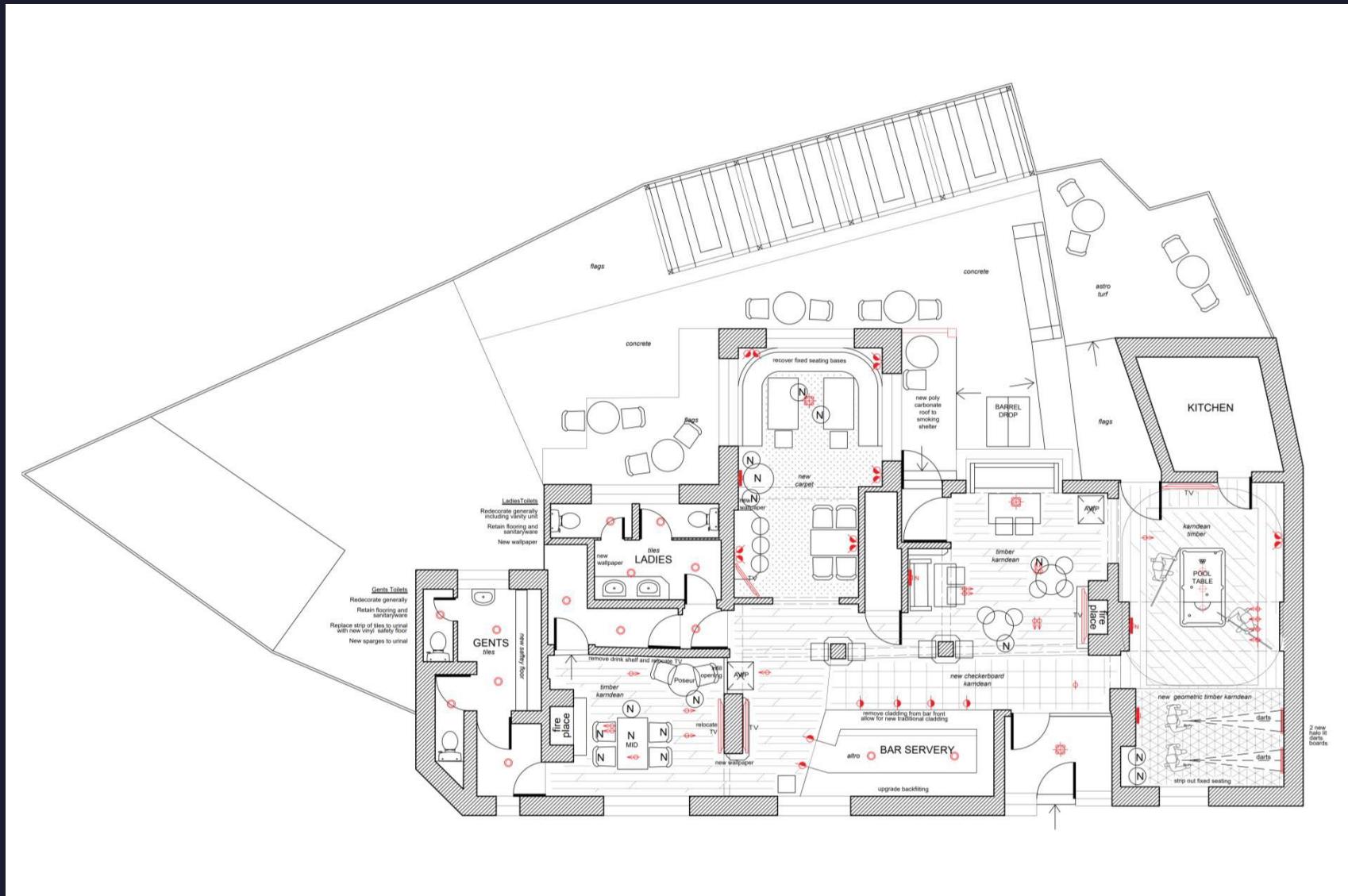
- Paint color swatches:** A vertical stack of six paint color swatches in various shades of grey, beige, and brown.
- Supplement bric-a-brac:** Three framed pictures: a black and white photograph of a person, a painting of a barrel, and a painting of a boot.
- Redecorations:** A solid grey rectangular area.
- Pool and darts area:** A photograph of a green pool table and a black dartboard mounted on a wooden wall.
- New light fittings:** Three different styles of wall-mounted light fixtures.
- Existing timber effect karndean floor:** A photograph of a brown wood-grain floor and a small cylindrical light fixture.
- New stools:** A photograph of a dark wooden stool with a green seat.
- Geometric karndean floor:** A photograph of a floor with a large, light-colored geometric tile pattern.
- Redecorations:** A photograph of a pub interior with blue walls, a green pool table, and a bar counter.
- Redecorations:** A photograph of a pub interior with a bar counter and stools.

Internal Mood Board



Rendered Floor Plan

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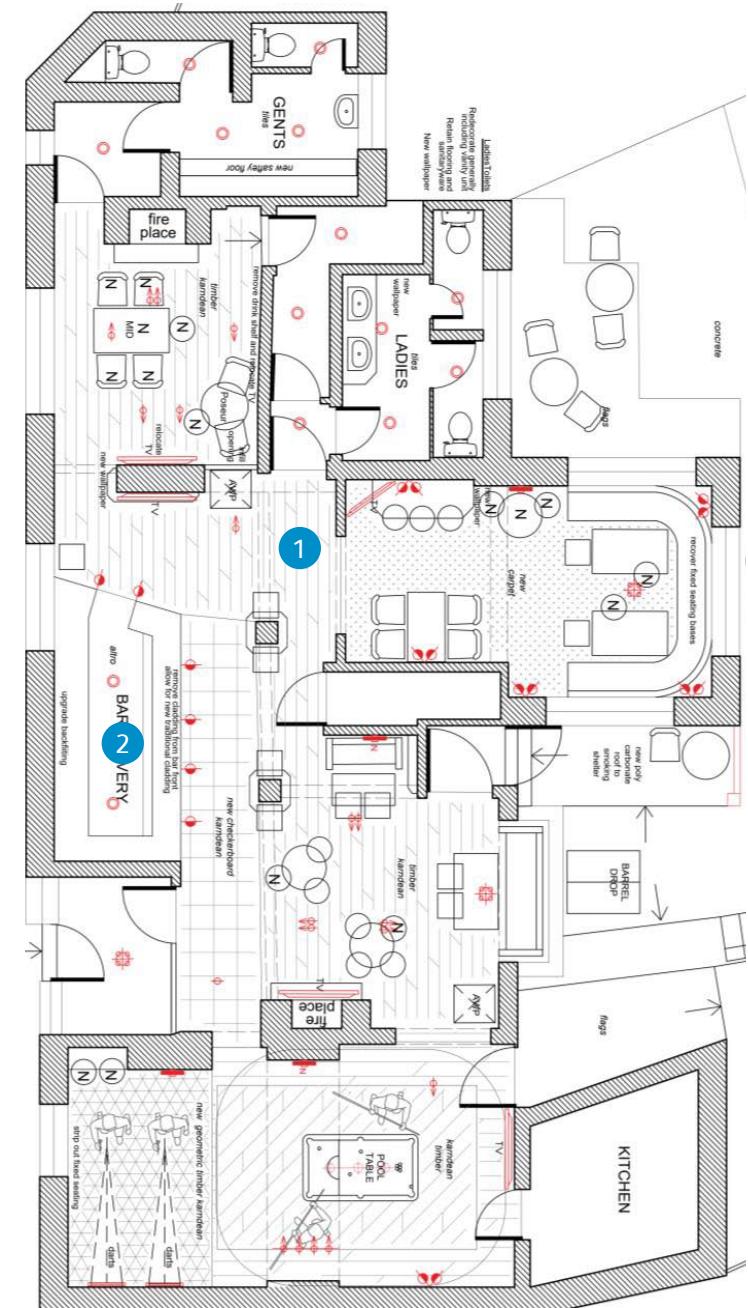
Floor Plans & Finishes

1 General Trade Areas:

- Remove existing drinks shelf.
- Reposition TV.
- Install new wallpaper.
- Provide new mid-height furniture.
- Redecorate throughout trade area.
- Install new decorative light fittings.

2 Bar Servery Area:

- Redecorate throughout trade area.
- Install new decorative light fittings.
- Remove existing cladding from bar front.
- Provide new traditional bar front cladding.
- Upgrade backfitting.
- Install new black and white checkerboard Karndean flooring.



Floor Plans & Finishes

3 Lounge Area:

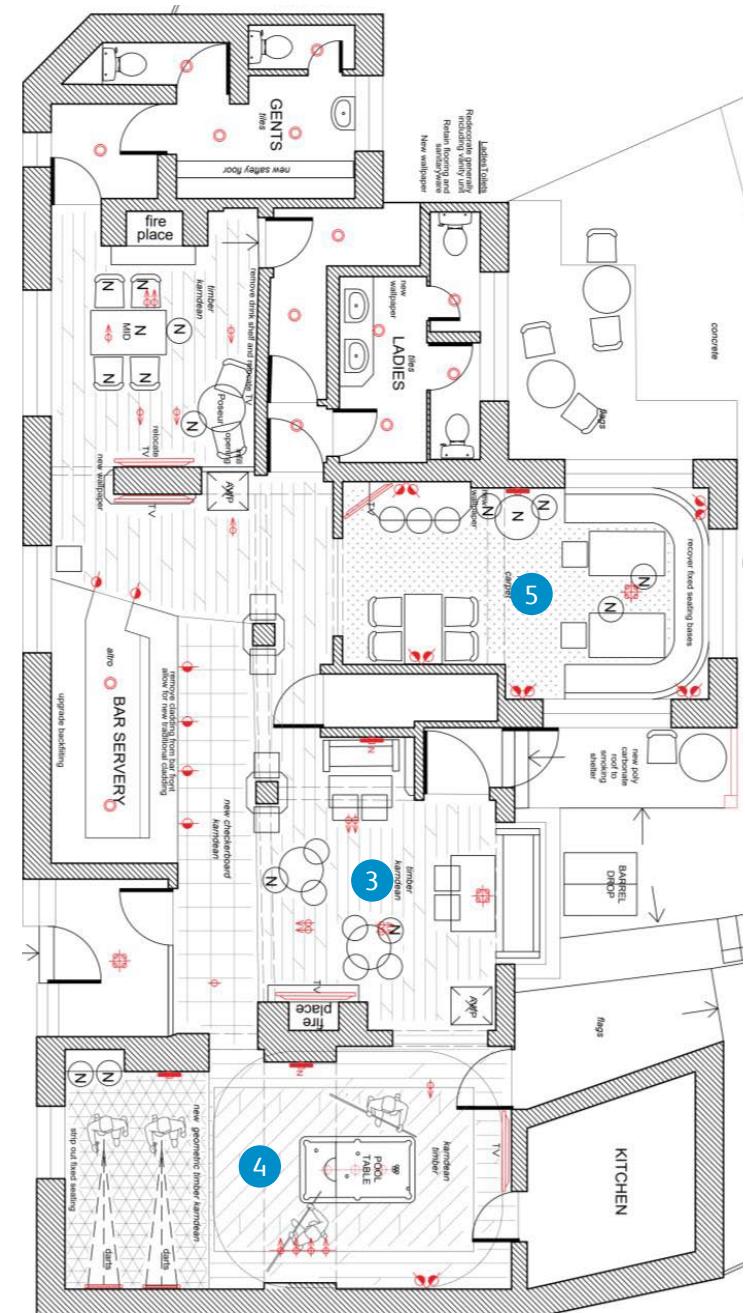
- Redecorate throughout trade area.
- Install new decorative light fittings.
- Provide new stools.

4 Sports Area:

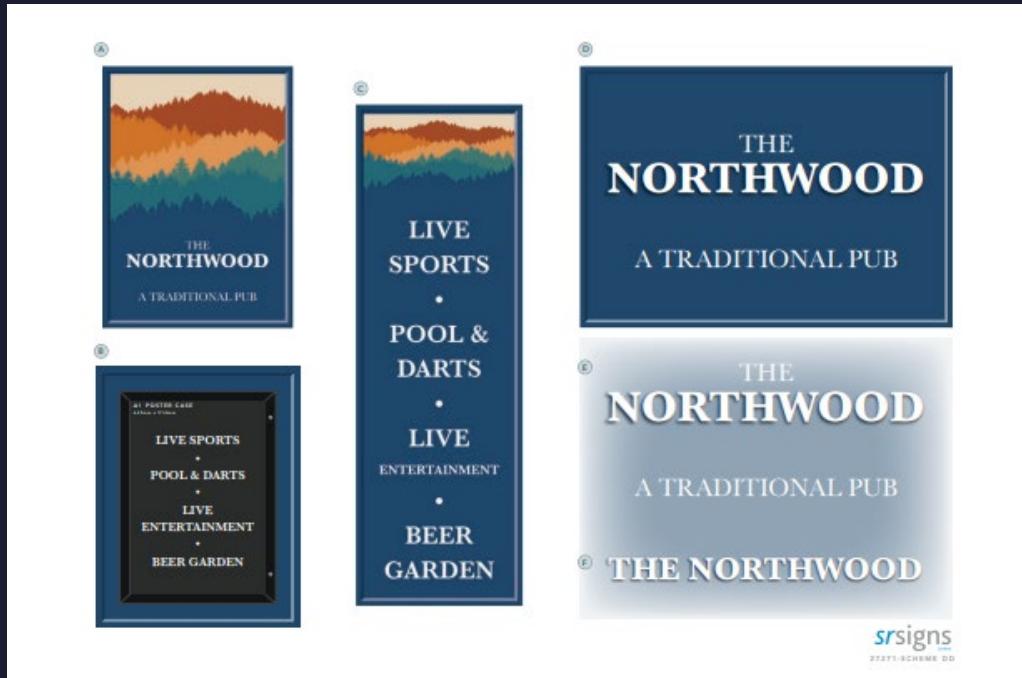
- Redecorate throughout trade area.
- Install new decorative light fittings.
- Provide new drinks shelf.
- Provide new stools.
- Install new darts board with halo surround

5 Snug Area:

- Install new carpet.
- Redecorate throughout trade area.
- Install new decorative light fittings.
- Recover fixed seating bases.
- Provide new stools and round table.
- Install new wallpaper.



External Refurbishment



Signage and external works:

- Redecorate front window heads and cills.
- Repair front window timber valance.
- Provide new polycarbonate roof to smoking shelter.
- Redecorate fixed timber furniture.



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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

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