



● NOAH'S ARK, 350 HARTSHILL ROAD, STOKE-ON-TRENT, ST4 7NX ●

ABOUT THE OPPORTUNITY



WHY INVEST?

Premium local pub with new and unique outdoor space

A fabulous refurbishment will transform the Noah's Ark into a premium local pub. Inside, the pub will be redecorated with warm bold colours, lots of bric-a-brac and new soft furnishings. This will give the pub a whole new look and feel and attract a variety of customers.

The conservatory will be enhanced with an 'outside in' feel with botanicals, planting, lighting and living wall features to link with the covered pergola outside. These works will give the pub a much more premium feel and will enable the new licensee to offer a fantastically bright space throughout the year.

At the heart of the community

The Noah's Ark is located on a busy main road in the Hartshill area of Stoke-on-Trent. Over 15,000 people live within a 20-minute walk of the pub. The large car park at the pub with approximately 50 spaces means a great opportunity to drive to trade by appealing to families and customers looking to dine out. There is a further opportunity to open for day trade, due to a number of competitors in the area online opening from the late afternoon.

Untapped potential...

The pub has an already established trade. We're building on strong foundations, taking its appeal to the next level and allow a new operator to build a reputation as one of the best places for food and drink in the area. The quality of the surroundings, its daytime coffee offer, premium food, 116 indoor covers and fantastic outside space with over 100 covers will make this pub stand well above the competition. All we're looking for is the right operator....

SO, COULD THAT BE YOU?

ABOUT THE OPPORTUNITY



TARGET CUSTOMERS

When refurbished, the Noah's Ark will appeal to a very broad spectrum of customers due to its multi-income stream offer, including:

- Mature residents and couples looking for a place to meet friends for lunch
- Young professionals and more families looking for a premium pub offering a range of
- premium drinks and great food in comfortable surroundings.
- Customers looking for great quality coffee and lunch options.

OFFER

When refurbished, the Noah's Ark offer will be:

- A high quality, focused range of drinks including premium lagers, craft ales, premium spirits, and cocktails
- High-end pub classics food menu with a few signature dishes that are a unique selling point for the pub.
- Coffee and Wi-Fi will be a lucrative way to entice customers throughout the day.
- Entertainment as part of the rhythm of the week, such as weekly live music will be a great addition to the pubs offer post food service times.

INTERNAL MOODBOARD



INTERNAL MOODBOARD 2

CONSERVATORY / REAR LOUNGE



new rustic white wash timber cladding, pendants + metal/mesh planting screens



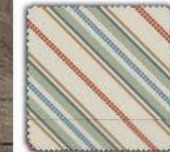
New decorative lighting



Feature Booth Seating and Reupholstered existing fixed seating



new carpet + existing timber re-finished



EXTERNAL MOODBOARD



RENDERED FLOOR PLAN



FLOOR PLANS & FINISHES

1

LOUNGE AREA

The lounge area will be refurbished and redecorated throughout to create a premium feel to the pub. Works will include:

- Retain existing counter and backfitting
- Provide new overbar stemware racks
- Allow to strip up existing carpet and provide and lay new carpet
- Allow to re-sand existing timber flooring
- Allow to clean and make good existing floor tiles
- Provide new ceiling mounted artificial planting panels with new lighting
- Provide new feature wall with timber cladding, planting and lighting
- Provide 2 No metal infill screens with metal frame, mesh panels and planting
- Allow to infill arched top light to conservatory and reduce width to side panes to form
- Large central window



FLOOR PLANS & FINISHES

2

TRADE KITCHEN

The trade kitchen will be upgraded. Works will include:

- Allow for partial re-decoration

3

GENTS TOILETS

The gents toilets will be refurbished and redecorated. Works will include:

- Allow to clean and minor repairs
- Re-decorate complete
- Allow to take up existing flooring, make good floor and replace with new vinyl flooring
- Provide new wall fan, including builders work

4

FEMALE TOILETS

The ladies toilets will be refurbished and redecorated. Works will include:

- Allow to clean and minor repairs
- Re-decorate complete
- Allow to take up existing flooring, make good floor and replace with new vinyl flooring



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

The pub's conservatory, pergola, lighting and signage will be refurbished to position it as an attractive premium local pub.

Works will include:

- Re-decorate complete, including pre-paint repairs
- Allow for partial upgrade of signage scheme
- Provide new timber cladding to rear entrance area
- Provide timber cladding to conservatory
- Allow to infill top panels of conservatory
- Provide new timber trellis to existing pergola
- Allow for repairs to edge of the existing polycarbonate roof
- Allow for repairs to picket fencing



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**

