



● THE PLATFORM, STATION ROAD, ALDERSHOT, GU11 1HT ●

ABOUT THE OPPORTUNITY



WHY INVEST?

Full refurbishment planned

A full internal refurbishment will transform The Funky End (proposed name change to The Platform) into a Premium local that becomes a comfortable place for locals to watch sports. Inside, the pub will be redecorated throughout. Other upgrades throughout the pub will include reducing the bar size to create additional trade area, full refurbishment of the current toilets, addition of new lighting to create a more appealing comfortable atmosphere. This will give the pub a premium feel and more trading opportunities.

Outside the pub will include new signage and lighting that will also be installed which will increase the curb appeal.

Sports and community focused area

The Platform is located in Aldershot, in Hampshire. The pub itself is situated near to the train station and is a short walk to the town centre. There are 7,000 adults within a ten-minute walk of the pub and 20,000 within a 20-minute walk. There are 9 competitor pubs within a 10-minute walk but The Platform is the first pub you come to after the railway station in Aldershot giving it the edge on the surrounding competitors for the passing commuters using the train line.

Untapped potential

The Platform will operate as a premium community favourite once refurbished. The planned investment will allow us to fully re-decorate the pub and give the ample passing trade a reason to visit. These changes will give the pub the ability to appeal to a broad spectrum of consumers who want to meet friends for a drink or to stop for a drink after on their way home from work. This pub has bags of potential. All we are looking for is the right operator....

SO, COULD THAT BE YOU?

ABOUT THE OPPORTUNITY



TARGET CUSTOMERS

The newly refurbished Platform will appeal to:

- All ages and mixed groups
- Local residents and sports fans wanting to watch live sports

OFFER

When refurbished, the Platform will offer:

- A high quality, focused range of drinks including favourite lagers, spirits and wines
- Coffee and Wi-Fi will be a lucrative way to entice customers throughout the day.
- A focus on live sports, quiz nights and themed evenings,
- Entertainment as part of the rhythm of the week

INTERNAL MOODBOARD



EXTERNAL MOODBOARD

A



B



Item A. 2no. Amenity boards with applied vinyl wording. (Wording TBC).

Item B. 7no. Replacement floodlights.

Item C. 1no. Copper lantern on bow bracket.

Item D. 1no. Set of halo lit letters.

Item E. 1no. Set of individual letters. (Wording TBC).

C



D

THE PLATFORM

RENDERED FLOOR PLAN



FLOOR PLANS & FINISHES

1

TRADING AREAS

The trading areas will be fully refurbished and redecorated. Works will include:

- Redecorate throughout trade area & toilets.
- New engineered oak floorings.
- New decorative light fittings to existing position with new locations over amended bar servery. Scrape back & re stain bar top & refurbish using 5 coats bar top lacquer.
- Allow for undercounter improvements.
- New furniture.
- New bric a brac.
- Distressed sign to front of bulkhead over existing bar servery front.
- Add feature walls
- New high-level tables and poseur high stools

2

TOILETS

Works will include:

- Overhaul sanity ware
- Redecorate throughout
- Professional clean



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

- Extend decoration to ground floor only & new signage.



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

STATION ROAD
THE PLATFORM