



# About the Opportunity



## Why Invest?

### Full Refurbishment Planned!

The Eagle, Amersham is undergoing a comprehensive refurbishment to elevate both its interior and exterior. Inside the pub, a full internal decoration will be undertaken, transforming the space into a fresh and inviting atmosphere. Externally, a new signage scheme and full redecoration will greatly enhance the pub's kerb appeal and draw in more patrons seeking a vibrant and comfortable setting. The Eagle's beer garden is receiving special attention to create a bigger impact, including new seating and lighting fixtures. This refurbishment will increase the pub's kerb appeal and create an inviting environment for guests.

Post-refurbishment, the Eagle will be a wet only Premium Local, promising a high-quality experience for patrons who appreciate a premium selection of beverages in a welcoming and stylish environment. The anticipated increase in external drinking visits is expected to have a positive impact on the overall pub business, making The Eagle a sought-after destination for both regulars and visitors alike.

### Great Location with Quality Demographics

The Eagle is situated in the bustling town of Amersham, positioned along the lively High Street and boasting a unique backdrop as it backs onto a picturesque large park and stream. The area is characterized by a high affluence demographic, and approximately 4,000 adults reside within a 20-minute walking distance of the pub. The competition includes four nearby pubs, with many leaning towards a food-centric focus. Notably, The Eagle stands out as it aims to become a premium local wet pub, emphasizing a high-quality beverage experience. Surrounded by schools, shops, and abundant residential housing, the pub is poised to attract a diverse local clientele seeking a sophisticated and welcoming atmosphere, making it a stand-out destination in the vibrant heart of Amersham.

### Available on our Just Add Talent agreement!

The Eagle presents a promising investment opportunity given its potential to attract a diverse range of consumers with a focus on quality offerings. With a total of 55 internal covers and an additional 90 covers in the external area, the pub is well-equipped to cater to various preferences and occasions. What sets this establishment apart from its competitors is its emphasis on live sport, entertainment, and the creation of a high-quality external space. This unique combination positions the pub as a standout destination in the area, appealing to patrons seeking a vibrant social atmosphere. Ideally suited for a first-time operator with industry experience or a couple, the pub's potential lies in its ability to provide a well-rounded and memorable pub experience.

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## Target Customers

When refurbished, the Eagle appeal to:

- Guests looking for a quality outdoor trading area to enjoy all year round
- Groups of friends wanting to meet up and enjoy social activities together, such as a quiz in the bar.
- Couples looking for a premium venue to enjoy date nights together
- Locals seeking entertainment via live music and sports

## Offer

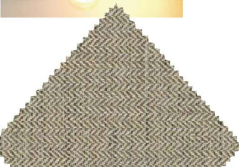
When refurbished, the Eagle will offer:

- Premium lagers, craft beers and a great range of cask ales alongside premium wines and spirits and a small range of cocktails.
- A coffee offer
- Weekend entertainment alongside a good community rhythm of the week such as quiz nights.
- Live sports through Sky & TNT Sports.

# Internal Mood Board



FRONT BAR PAINTED/ TOP SANDED & REPOLISHED  
MINOR UPGRADES TO EXISTING BACKFITTING



EXISTING TILES



NEW CARPET

PART NEW LIGHTING



EXISTING FIXED SEATING RE-UPHOLSTERED



NEW TUB CHAIRS



NEW BRIC A BRAC



NEW BLINDS



NEW HIGH FURNITURE

# External Mood Board



TIMBER POSTS WITH FESTOON LIGHTING



NEW CIRCULAR PICNIC TABLE WITH PARASOL



STAR FIRST BRANDING MURAL



NEW LOOSE FURNITURE



STAR FIRST BRANDING ARCHWAY

# Rendered Floor Plan



# Floor Plans & Finishes

## 1 General Trading Areas

- Full internal redecoration to trade public areas, WCs and bar
- New carpets and matting to trade area
- Cut back bar counter to allow service access to kitchen area with new timber screen to machine position
- New operational F&F including tills & coffee machine
- Some new F&F furniture, with other existing F&F and seating being recovered.
- New bric-a-brac to provide premium feel
- Remove existing fixed seating to rear trade area
- Repair and redecorate toilets.

## 2 Kitchen & Cellar

- Prepare and redecorate cellar
- Electrical repairs to align to equipment renewals
- Renew glass and ice machines retained
- Service cellar cooling plant

## 3 Domestic Accommodation

- Bathroom – Renew bath panel, new flooring. Check & ensure WC, bath and shower are operational.
- Kitchen – Renew units, new flooring, decoration & white goods.



# External Refurbishment



## Signage and external area

- External repairs prior to redecoration
- External redecoration of main pub building including selected areas of external fencing
- New signage and lights to current design
- New signwritten mural to external bar servery
- Overhaul and repair existing garden wiring & lighting to operate practically
- Jet wash and de-weed all paving, patios & paths
- Re-bed paving to rear garden area where required
- Repair existing high level timber cladding to rear elevation
- New festoon lighting and posts to garden area
- Clean out gutters and leave watertight
- Overhaul roofs to leave weather tight
- New external furniture to rear area including 8 benches and 3 sets of tables/stools





## 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](http://www.starpubs.co.uk)