





# About the Opportunity



## Why Invest?

### Fantastic refurbishment planned

A refurbishment at the George & Dragon will turn the site into a premium village local. Internally the bar will receive a complete redecoration. We will also strip, stain, and repolish the existing timber floor to retain the pub's charm. There are also two letting rooms at the pub which will receive the necessary improvements to let to customers.

A full external refurbishment will include repairing and replacing the existing decking and adding new planters, seaters, and parasols to create a fantastic outdoor space for the pub. The front of the pub will also receive a face-lift, with new signage and lighting.

### Community focused area

Well located in the Princes Risborough Village, The George & Dragon is perfectly placed to allow the venue to serve a large number of locals. The local area is populated with 1,000 people within a 10-minute drive away that consists of medium to high affluence demographics. There is limited competition in the immediate area, giving the pub huge potential to be the go to destination for locals and visitors to the area.

### Untapped potential

The pub already has some fantastic natural finishes including timber floors, wooden beams and real fireplaces. The new refurbishment will enhance these features and add to them, helping the venue appeal to a broader range of customers. Whether it's locals looking to relax in the bar, visitors enjoying a day-out, or couples wanting to share a delicious meal, The George & Dragon will offer something for every type of customer. This is a fantastic opportunity for the right person to unlock this pub's potential. So, could that be you?

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## Target Customers

When refurbished, the George & Dragon will appeal to:

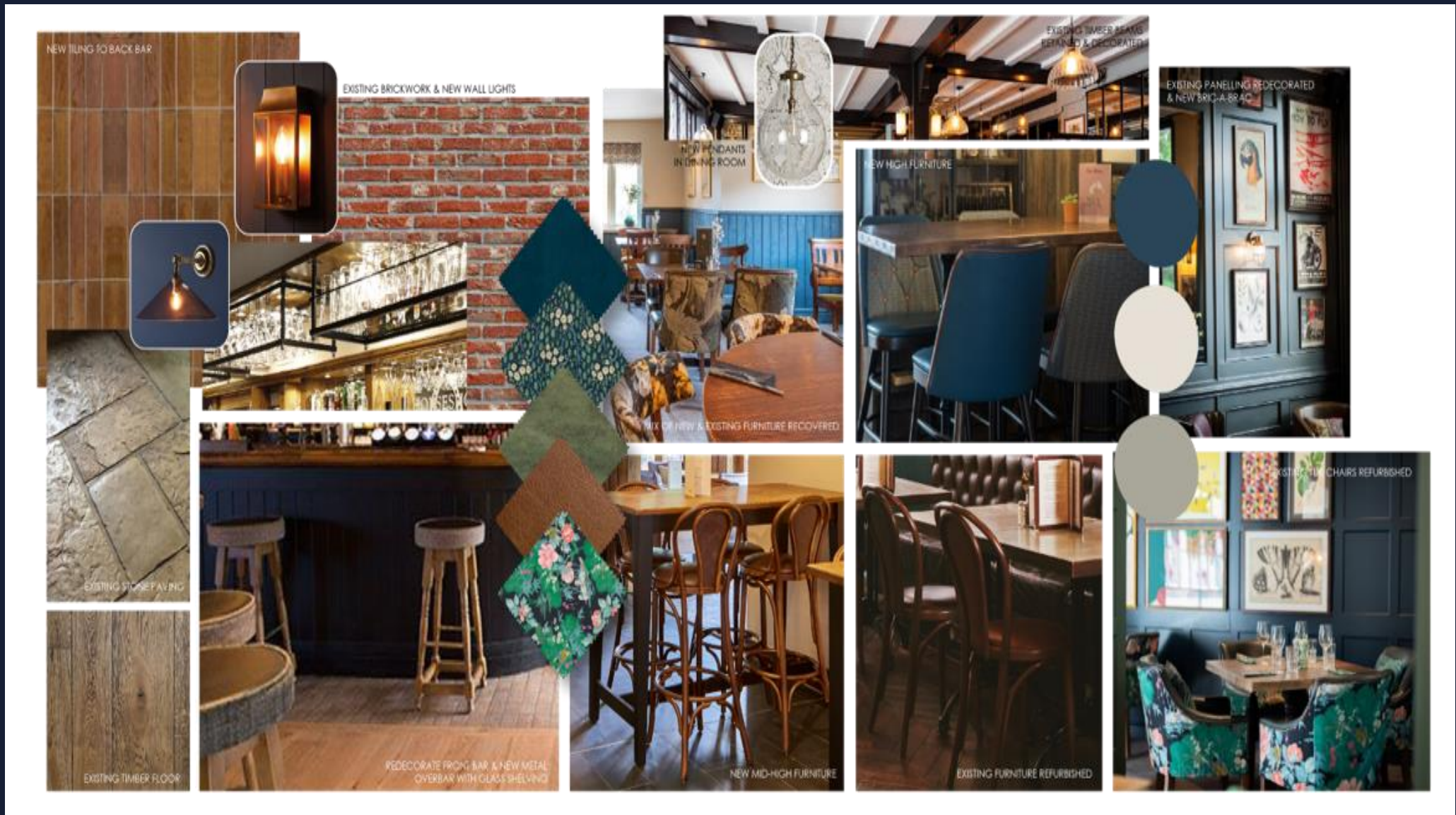
- A wide range of consumers and will attract the local community looking for a great space to enjoy drinks or some traditional pub food with a warm, welcoming atmosphere.
- Everyone from the surrounding community and due to its curbside appeal, should also be able to feed off the daily passing trade

## Offer

When refurbished, the George & Dragon will offer:

- Premium draught lagers and ciders, cask ales, a premium wine selection, a good range of spirits and a small range of cocktails
- An upmarket, home-cooked food menu
- A great coffee offer, to increase daytime trade
- Weekly live entertainment.

# Internal Mood Board





# External Mood Board



RETAIN TIMBER SHELTER, REPAIR & RESTAIN DECKING



NEW ROUND TIMBER BENCHES



NEW FEATURE FESTOON



EXISTING TIMBER PLANTER, NEW PLANTING



NEW BARREL TABLES & STOOLS

# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Bar

- New metal overbar & shelves
- Sand & repolish existing counter
- Full internal decoration
- New F&F
- Retain existing bar apron
- Sand and repolish existing timber floor
- New TV positions
- New lighting & bric a brac

## 2 Dining Area

- Sand & restain existing timber floor
- Full re-decoration
- New F&F

## 3 Kitchen

- Deep clean & Minor repairs

## 4 Toilets

- M/F & Accessible – Decoration and minor repairs



# External Refurbishment



## Signage and external area

### Rear Seating Area:

- New planting to exiting planter
- New benches and parasols
- Car park clean/tidy/de-weed

### Decked Area:

- Repair & replace deck boards where required
- New stain & non slip finish
- Replace polycarb roof
- New festoon lighting
- New F&F





## 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)**