



The Old Crown, 137 London Road, Sheffield, S2 4LE

About the Opportunity



Why Invest?

Exciting Investment Opportunity: The Old Crown Inn Pub Refurbishment Underway!

Situated on London Road in Sheffield, the pub sits amidst a bustling high street, drawing in a steady stream of locals and visitors alike. With over 2,000 potential patrons within a leisurely 10-minute stroll, mainly comprising students and out-of-towners, this spot boasts a lively, low-affluence vibe. Plus, its proximity to Bramall Lane, home turf of the Sheffield United football team, adds an extra flair.

Elevate Your Investment: Witness the Transformation

The pub is primed to become a community hub with a modern twist. With three distinct zones catering to various tastes—traditional settings for the mature crowd, vibrant sports areas for the game-day enthusiasts, and versatile spaces for live music and entertainment. From value-packed draft lagers to classic ales and spirits, the drink selection promises something for everyone. And with regular live music, pool, darts, and televised sports events, there's never a dull moment. Whether you're a seasoned operator or a newcomer, this is your chance to tap into a thriving market and make a splash in Sheffield's pub scene.

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Target Customers

When refurbished, The Old Crown Inn will appeal to:

Local and Travelling Sports Fans:

- Enthusiastic supporters looking for a pre-match or post-game gathering spot close to Bramall Lane, the home stadium of Sheffield United Football Club.

University Students:

- Young adults seeking a vibrant social scene with reasonably priced drinks and live music entertainment, attracted by the pub's proximity to both university campuses.

Out of Town Passersby:

- Visitors exploring Sheffield and seeking a laid-back atmosphere to enjoy drinks and watch live sports, drawn in by the pub's central location on a busy high street.

Mature Regulars:

- Local residents looking for a traditional pub experience, with comfortable seating areas and a relaxed ambiance, making the pub their go-to spot for socialising with friends.

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The Offer

When refurbished, The Old Crown Inn will offer:

Drinks:

- Mix of value and premium draft lagers, traditional cask & keg ale, some mainstream ciders. Along with a standard wine, spirits and mineral offer.

Events:

- Utilise the multi-functional space to host regular live music performances and sport with 6 TVs for good coverage. Or use the venue as a competitive socialising space as patrons will have access to pool and darts outside of live performances.

Internal Mood Board



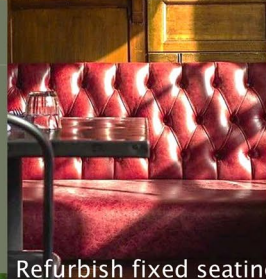
New textured wallpaper painted ceiling



New traditional style light fittings



Feature Bric-a-brac to ONE wall only



Refurbish fixed seating



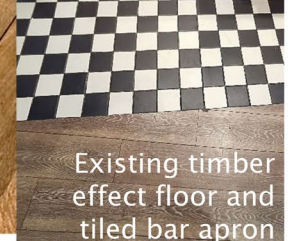
New timber effect Karndean floor



Feature tiled chimney breast

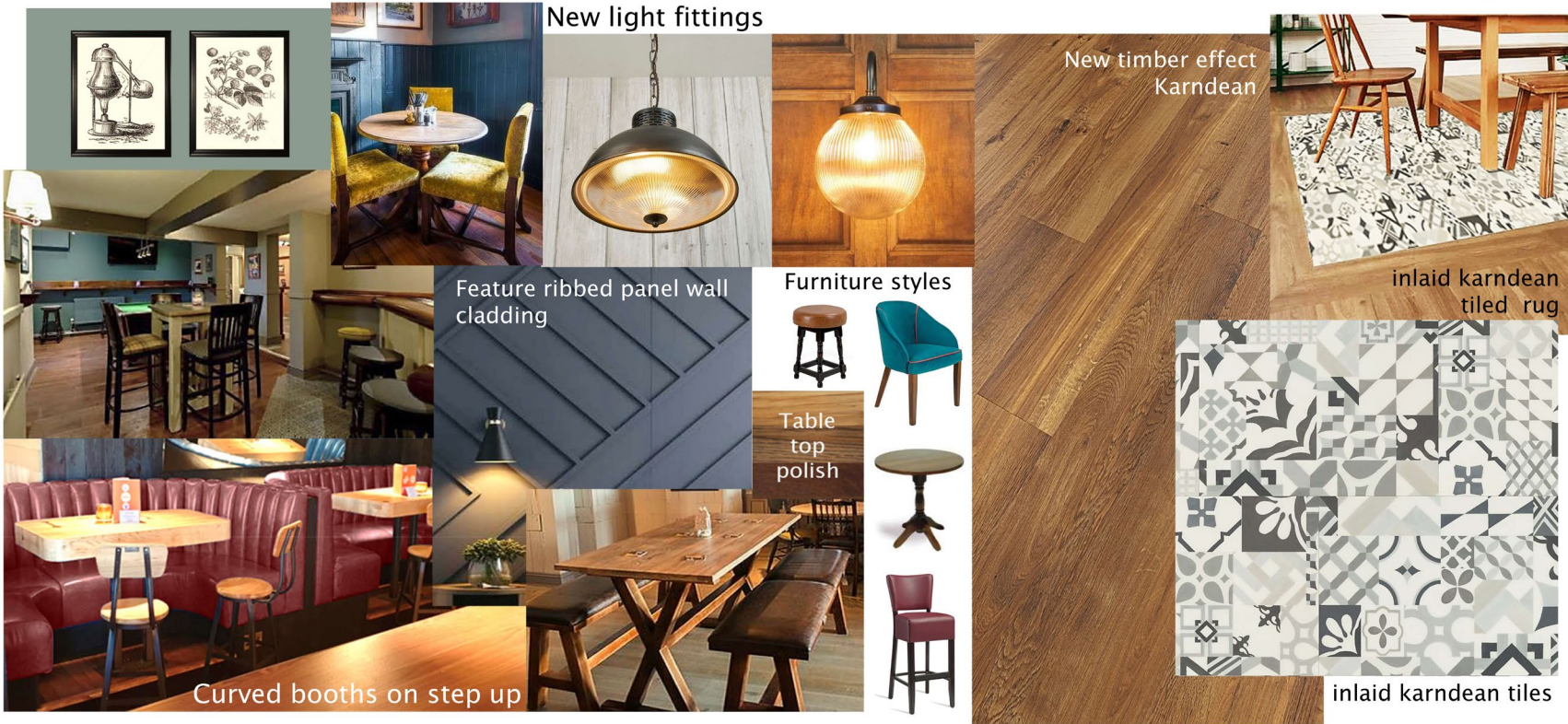


Refurbish traditional furniture styles



Existing timber effect floor and tiled bar apron

Internal Mood Board



New light fittings

New timber effect
Karndean

inlaid karndean
tiled rug

Feature ribbed panel wall
cladding

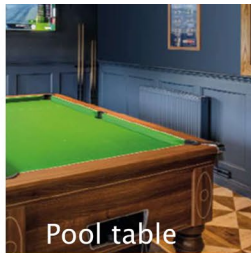
Furniture styles

Table
top
polish

Curved booths on step up

inlaid karndean tiles

Internal Mood Board



Pool table



Flight Club style darts



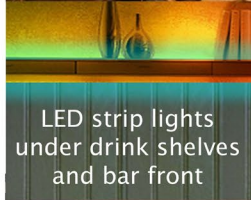
Folding theatre seating



Vox Amp stool



New industrial light fittings



LED strip lights under drink shelves and bar front



Neon LED light



Digital photo wall mural



Tabletop



Furniture styles



New timber effect Karndean bar apron



Existing Karndean flooring



Corrugated metal bar cladding

Rendered Floor Plan



Floor Plans & Finishes

1 Lounge Area

- New timber effect Karndean flooring.
- Reupholster deep buttoned fixed seating.
- Upgrade to lighting and new pelmets and roller blinds to windows.
- New feature bric-a-brac wall.
- New textured, painted ceiling wallpaper.
- New TV positions.
- New feature glazed tile chimney breast.
- Refurbish furniture and redecorate throughout trade area.

2 Front Bar Area

- New matting to entrance.
- Retain timber effect flooring and tiled bar apron.
- Reupholster fixed seating.
- Upgrade to lighting and new pelmets and blinds to windows.
- Upgrade to lighting and refurbish furniture.
- Re-decorations throughout trade area.
- New AWP position and drink shelf.



Floor Plans & Finishes

3 Bar Servery

- Minor works to backfitting.
- New corrugated metal cladding to bar front with LED strip lights.

4 Transition Area

- New timber and inlay tile effect Karndean flooring. New curved booths on step with LED strip lights.
- Block up window with new TV.
- Upgrade to lighting and new furniture.

Re-decorations throughout trade area.

5 Sports Area

- Reposition pool table, with new darts board to stage area.
- New joinery for drink shelves.
- New timber effect Karndean flooring to bar apron,
- Retain timber effect karndean elsewhere.
- Block up windows with new TV positions and LED drink shelf.
- Feature session seating areas with new, quirky and refurbished furniture, lighting and decorations throughout trade area.



Floor Plans & Finishes

6 Storeroom

- Strip out redundant kitchen fixtures and fittings and adapt room for storage.
- Increase opening for pool table storage with ribbed panel secret doors.

7 Toilets

- General clean & tidy up redecorate throughout.



External Refurbishment

Signage and external works

Front:

- Renew existing signage retaining heritage elements and re-decorate.
- Repair front windows generally.
- Clean up tiled façade and repair original transom light.

Rear:

- Clear and tidy up generally.
- Clear the fire escape route of debris and old furniture.
- Repairs to decking.
- Renew trellis to the boundary fence.
- New external 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? Call us today.

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🖱️ www.starpubs.co.uk

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