



The Old Crown Inn, Sheffield



INVESTMENT PLAN ▶

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Visuals are for illustrative purposes only. Schemes may vary post completion.

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

Why invest?

- **Total transformation** – The works at the Old Crown will completely transform this pub from a wet-led community high street pub to a stylish city centre-style bar.
- **Outside in** – A heated, covered patio will allow customers to enjoy the pub's outdoor space all year round.
- **High footfall** – The site is situated on London Road, close to the Sheffield United football ground and just a short walk from the city centre. The high street location offers very high footfall.

Target customers

- Key target customers for the site are the under-35 young professionals that live nearby. These will be supplemented by the many students and other locals that live in the area. Its stylish refurbishment puts it in prime position to take advantage of the nearly 10,000 young professionals and students who live within a ten-minute walk of the site. In addition, there's an opportunity to capitalise on the footfall brought to the area by the football, which will offer incremental trade to the regular customer base.

Offer

- The pub will provide a premium drinks-led offer, including premium lagers, craft beers, cask ales and quality spirits.
- A covered, heated patio to the rear is one of the key features of the site, offering a truly 'outside in' space that will be usable all year round.

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This is a fantastic opportunity to take on a pub that's ready for refurbishment and growth.

With a large number of young professionals and students in the area, not to mention increased matchday traffic with its close proximity to Sheffield United's home ground, The Old Crown Inn is perfectly positioned to attract customers. A stylish refurbishment, improved outdoor area and premium drinks offer will make it an appealing pub all year round.

Interested? Call us today.

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Or follow the simple online application process at www.starpubs.co.uk

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Schedule for The Old Crown Inn

Bar

Works to the bar area and servery will include the following:

- Retain existing fixed seating and recover.
- Retain existing bar walk.
- New herringbone timber flooring.
- Sand and retain existing bar counter.
- New tiling to back panel of back fitting.
- New shelving to end elevation of back fitting for additional product display.
- Newer section of bar servery to be beaten and distressed and stained darker.

Lounge

Works to the lounge area will include:

- New sections of fixed seating.
- New loose furniture.
- New wallpaper finish to recessed ceiling.
- New light fittings to existing point.
- Install new bi-folding doors.

Tap room

Works to the tap room will include the following:

- Victorian tile flooring.
- New lighting to existing positions.
- Recover fixed seating with new high back.
- New wallpaper to the ceiling painted metallic off-black.
- Repair works/decorations to fire.
- New loose furniture and refurbished existing.

Snug

Works to the snug will include the following:

- New engineered herringbone flooring.
- New lighting to existing positions.

- Recover existing poseur height seating and replace timber step with brass rail.
- New window dressings.
- New loose furniture and refurbished existing.
- New dartboard details.

Toilets

Works to the toilets will include the following:

- The men's toilets work will include: new tile flooring; new waterless urinals; new checkerboard tiled flooring; new wall tiling; lighting to be replaced.
- Ladies toilet work will include: new vinyl flooring; lacquered paint finish to walls; decoration and new top to vanity unit; lighting to be replaced.

Outside area

Works to the outside area will include the following:

- New decorative tiled flooring.
- Decorative feature to the ceiling to converted space – painted beams.
- New cast iron furniture and marble-effect tops with loose cushions to soften.
- Hack off plaster finish to existing internal walls to expose sections of brickwork.
- New timber pergola with faux planting installation to exposed trusses.
- New festoon lighting.
- New 8ft timber fence to the rear and side of the existing external drinking area.

Signage and lighting

- A full new signage and lighting scheme will complement the refurbishment.