



THE KING BILLY, 2 COMMERCIAL STREET, NORTHAMPTON, NN1 1PJ



# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Stylish refurbishment planned!

A fabulous refurbishment will transform the King Billy into a premium drinks-led music venue, that is full of style. Inside, the pub will be redecorated throughout the whole ground floor. Other upgrades throughout the pub such as a re-vamped sports area and opening up the ceiling to reveal the mono pitch roof.

Outside, we will be upgrading the pub with a redecoration and quirky new signage that will appeal to a wider range of consumers with its new look and feel.

### Town centre location

The King Billy is in the heart of Northampton town centre. Many people work in the centre of town and flock there for nights out. In addition to the circa 4,000 adults living within a ten minute walk of the pub, the town also attracts a lot of tourists. Being in the town centre, there are several nearby venues, however, the vision for the King Billy will be to be the best music venue in town.

### Unmatched potential

The pub already has an established trade and strong reputation as great music venue. We believe that this refurbishment will set The King Billy above the local competition with its stylish décor. As well as music fans, it will be the venue of choice for the after-work drinkers mid-week and will also attract sports fans looking for a relaxed, safe and premium outlet to enjoy themselves into the early hours. The look and feel are different from anything in the immediate vicinity. All we're looking for is the right person...

## SO, COULD THAT BE YOU?

# ABOUT THE OPPORTUNITY

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## TARGET CUSTOMERS

Post-refurbishment, the King Billy will appeal to a broad spectrum of customers, including:

- All ages and mixed groups
- Live music fans
- Customers looking for an after-work or weekend drink in a stylish venue

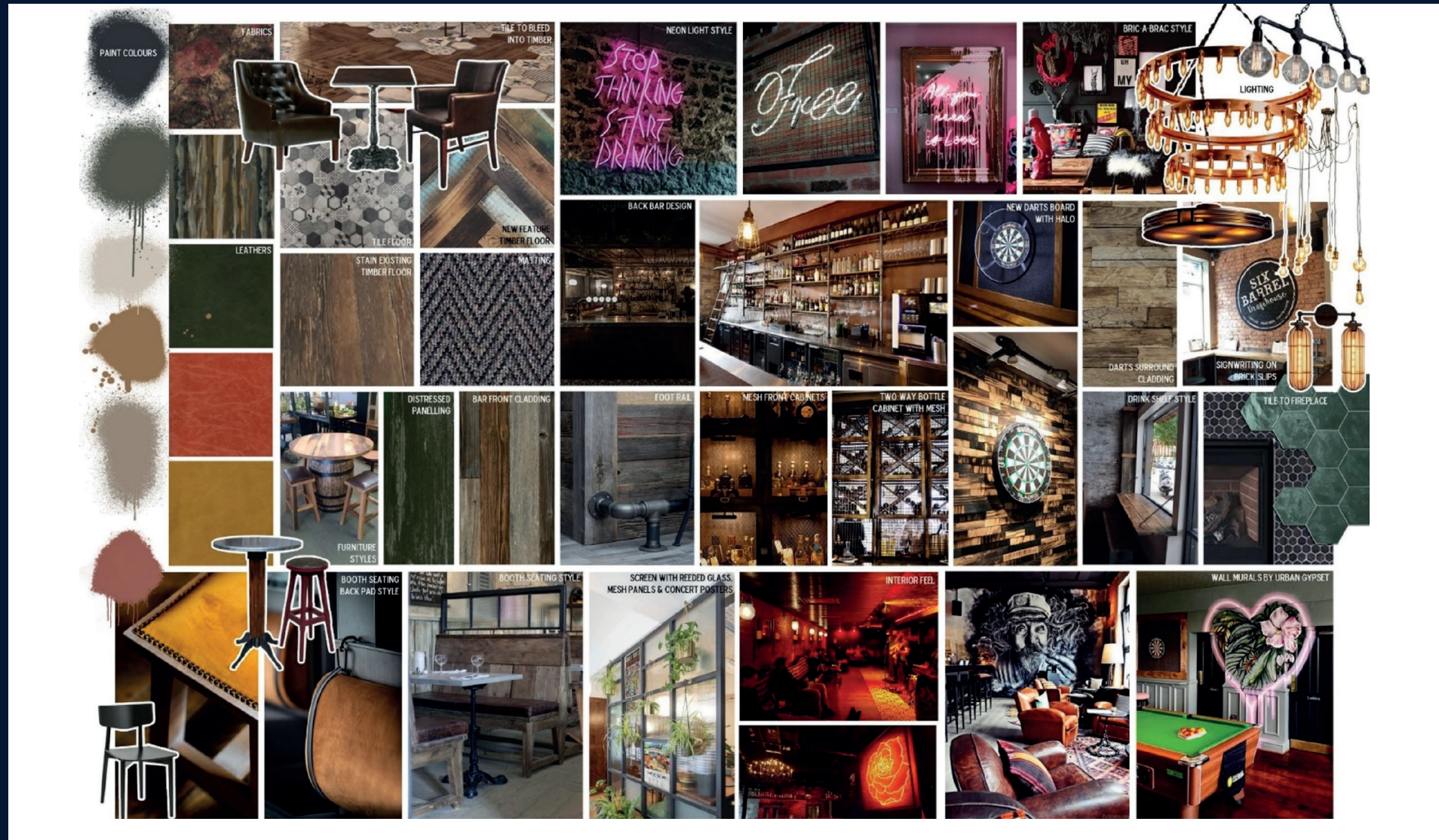
## OFFER

These customers will enjoy a fantastic offer driven by a quality operator, including:

- A premium range of drinks including lagers, craft beers & ales, wines, spirits, and premium soft drinks
- A great selection of premium on-trend snacks and food from pop up vendors
- Coffees, which will form part of the offer for the early afternoon consumers
- Regular live music and live entertainment.



# INTERNAL MOODBOARD





# EXTERNAL MOODBOARD



EXTERNAL FEEL



WALL MURAL WITH VINYL DECOR



WALL MURAL



GREY POLYCARBONATE ROOFING TO PERGOLAS



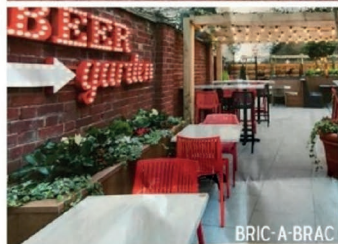
PAINT STENCIL OVER EXISTING PAVING SLABS



RESTAIN EXISTING DECKING



BENCHES TO BE RETAINED AND STAINED



BRIC-A-BRAC



FESTOON LIGHTING



POTTED PLANTS



TWINKLE LIGHTS IN PLANTING



EXISTING PAVING SLABS TO BE JETWASHED



LANTERN TO BE RELAMPED

FURNITURE STYLE



# RENDERED FLOOR PLAN



# FLOOR PLANS & FINISHES

## 1 BAR/LOUNGE

Works will include:

- Existing timber floor stripped, stain, repolish
- Bar counter strip/re stain polish
- Bar front clad in reclaimed timber
- New Backbar
- New booth seating

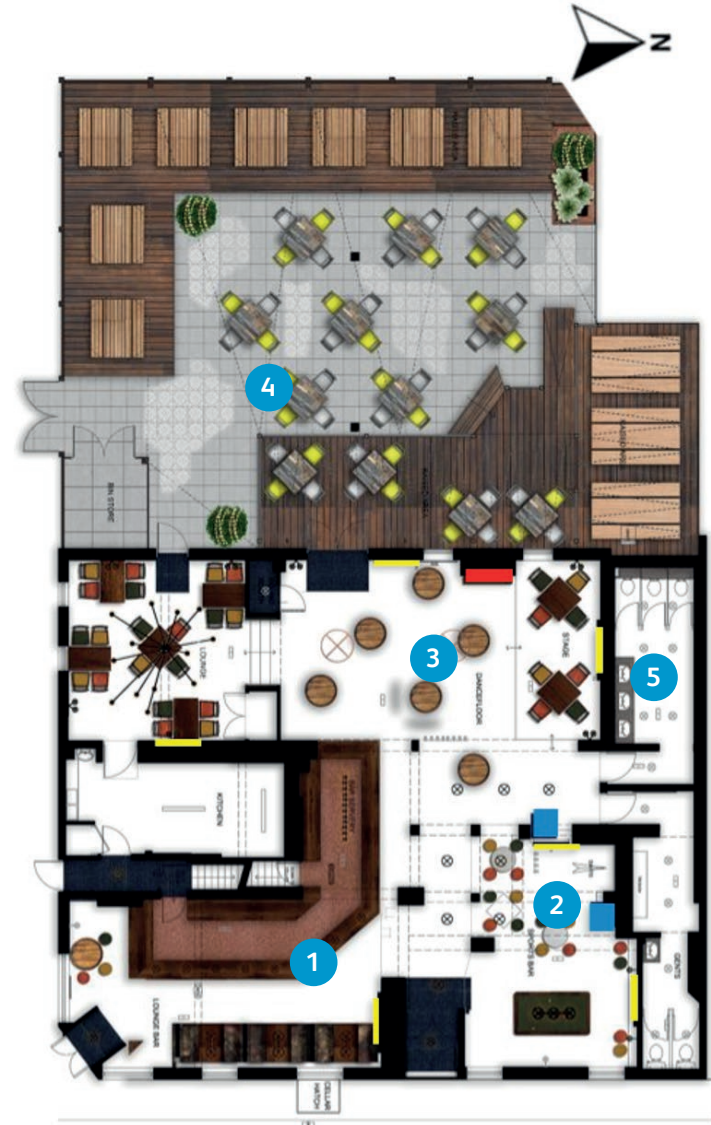
## 2 SPORTS AREA

Works will include:

- Existing timber floor stripped, stain, repolish
- New TV position
- New darts with halo etc
- New poseur height tables & chairs
- Brick slip wall

## 3 STAGE / DANCEFLOOR

- Extend stage
- Existing timber floor stripped, stain, repolish
- Signwriting & brick slip
- New TV positions
- New sound booth
- Open up ceiling to reveal monopitch roof
- New poseur barrel tables



# FLOOR PLANS & FINISHES

## 4 LOUNGE

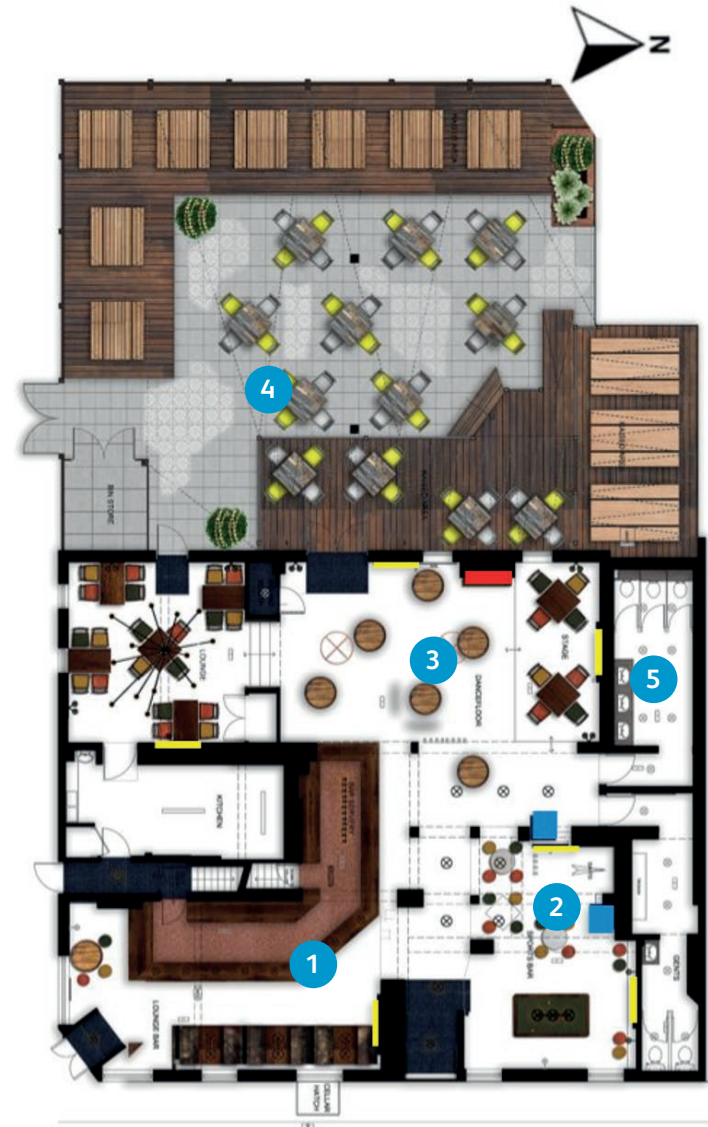
Works will include:

- Existing timber floor stripped, stain, repolish
- Mural decorations
- Repurpose existing F&F
- Distressed ceiling paint finish

## 5 MALE & FEMALE TOILETS

Works will include:

- Male & Female toilets re-decoration





# EXTERNAL REFURBISHMENT



## SIGNAGE AND EXTERNAL AREA

Works will include:

- New signs and lights to new design
- Existing decking to be repaired & re-stained
- Existing pergola to remain with repairs
- New F&F whilst retaining some existing
- Festoon lights
- Slabs to get paint stencil



## 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)**