



About the Opportunity



Why Invest?

Exciting Opportunity: The Bruce Arms, Macclesfield Pub Refurbishment!

A full refurbishment is set to transform The Bruce Arms in Macclesfield into the best community local in the area. Inside, all trading areas will be fully redecorated, including upgrades to the ladies and gents toilets, creating a fresh and welcoming environment while retaining the character that locals know and love. With dedicated zones for sport, pool, darts and social drinking, the layout is designed to suit all types of casual visits.

Elevate Your Investment: Witness the Transformation

Outside, the scheme includes a full redecoration, updated signage, lighting and garden improvements to enhance kerb appeal and boost outdoor trading. Located in a well-established residential area, just a short walk from the town centre and train station, The Bruce Arms is ideally placed to serve its large local population. This is a pub built for the community - and ready for an operator who wants to be part of it.

About the Opportunity



Target Customers

Community Regulars:

- Locals will appreciate having a refreshed, welcoming and dependable pub right on their doorstep for everyday drinks, sport and socialising.

Sports Fans & Game Players:

- With Sky, TNT, pool, darts and space to gather, the pub will be a lively hub for those wanting to watch or play with friends.

Social Groups:

- From quizzes and bingo to live music, the entertainment offer will make The Bruce Arms a regular go-to for nights out and midweek fun.

Daytime Regulars & Early Evening Drinkers:

- With a strong drinks range, familiar faces and a welcoming feel, the pub will attract daytime trade and those popping in after work or before heading into town.

About the Opportunity



The Offer

Drinks:

- A competitively priced range of drinks, including lagers, ciders, spirits, wines, along with a great range of soft drinks and low & no options. This variety caters to everyone, ensuring the pub appeals to a broad audience.

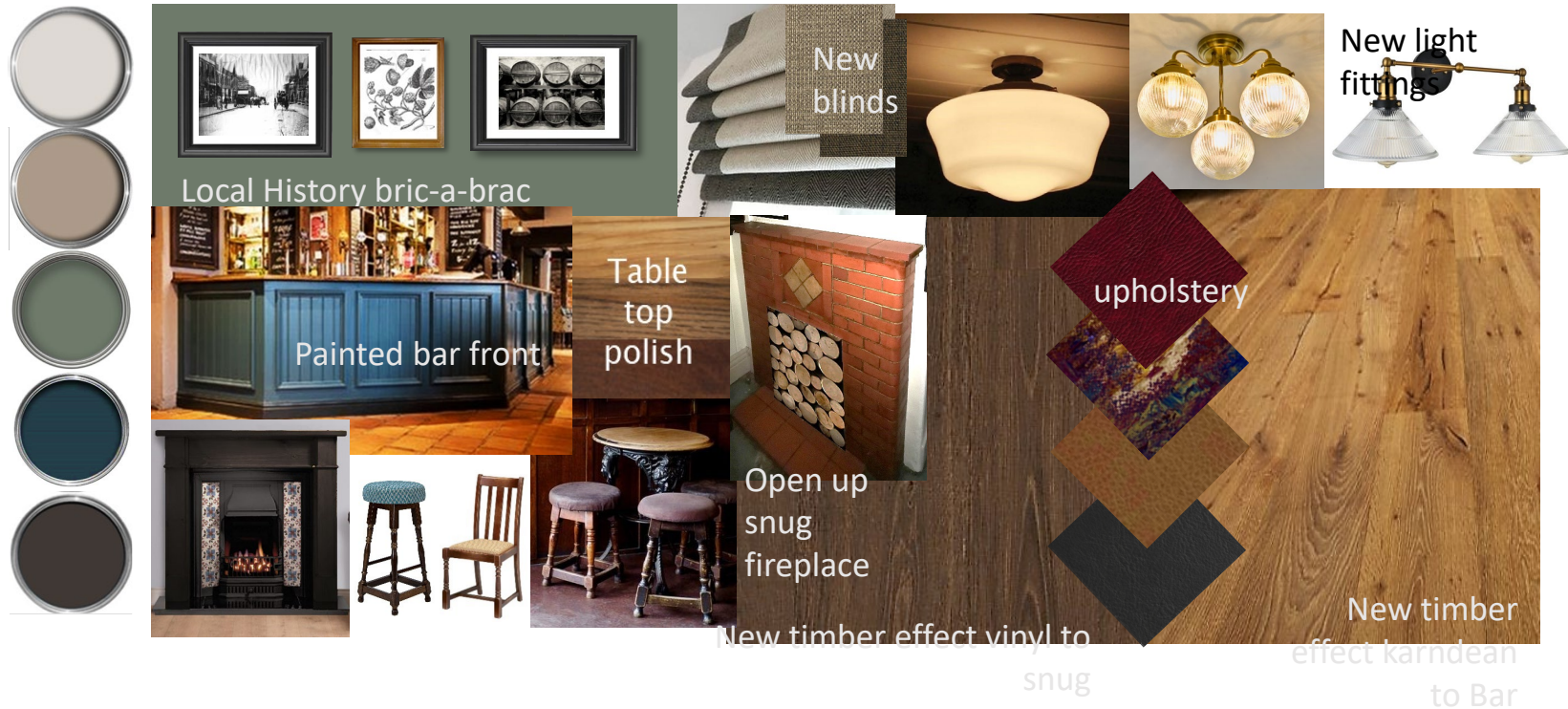
Coffee:

- A simple coffee offer will be available, attracting daytime visitors and non-drinkers, broadening the pub's appeal.

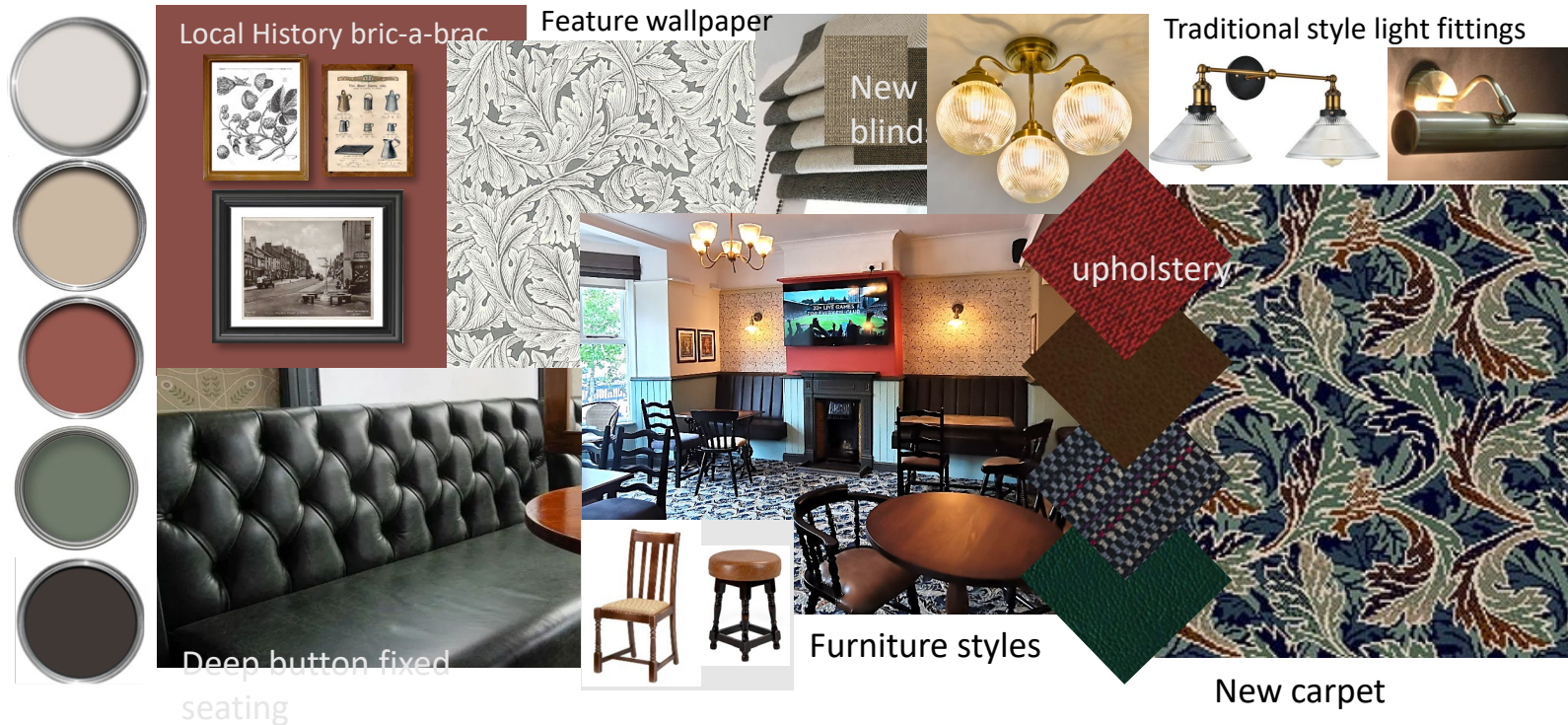
Events:

- The pub will offer live sport (Sky and TNT), pool, darts, quizzes, bingo and local music catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

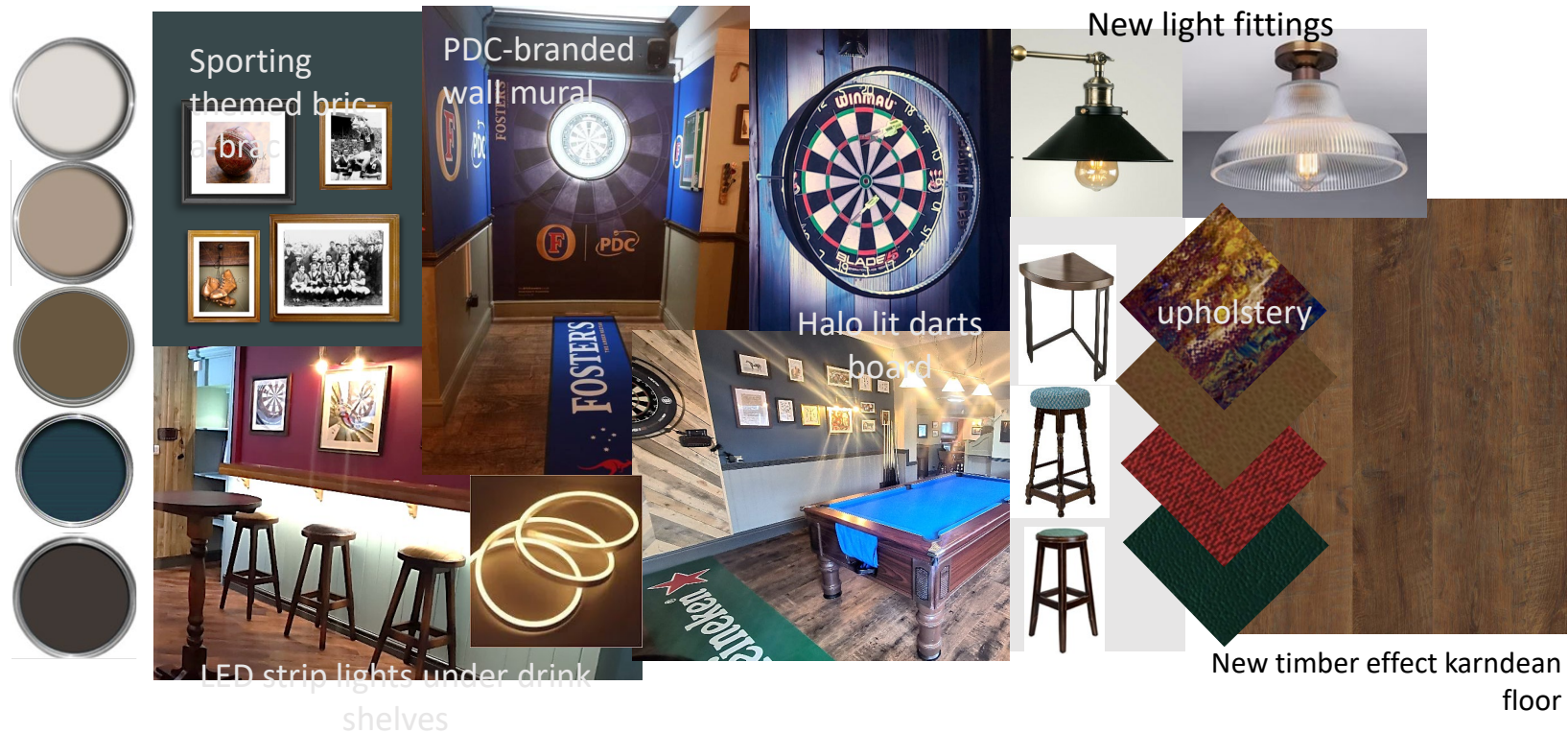
Internal Mood Board



Internal Mood Board



Internal Mood Board



Rendered Floor Plan



Floor Plans & Finishes

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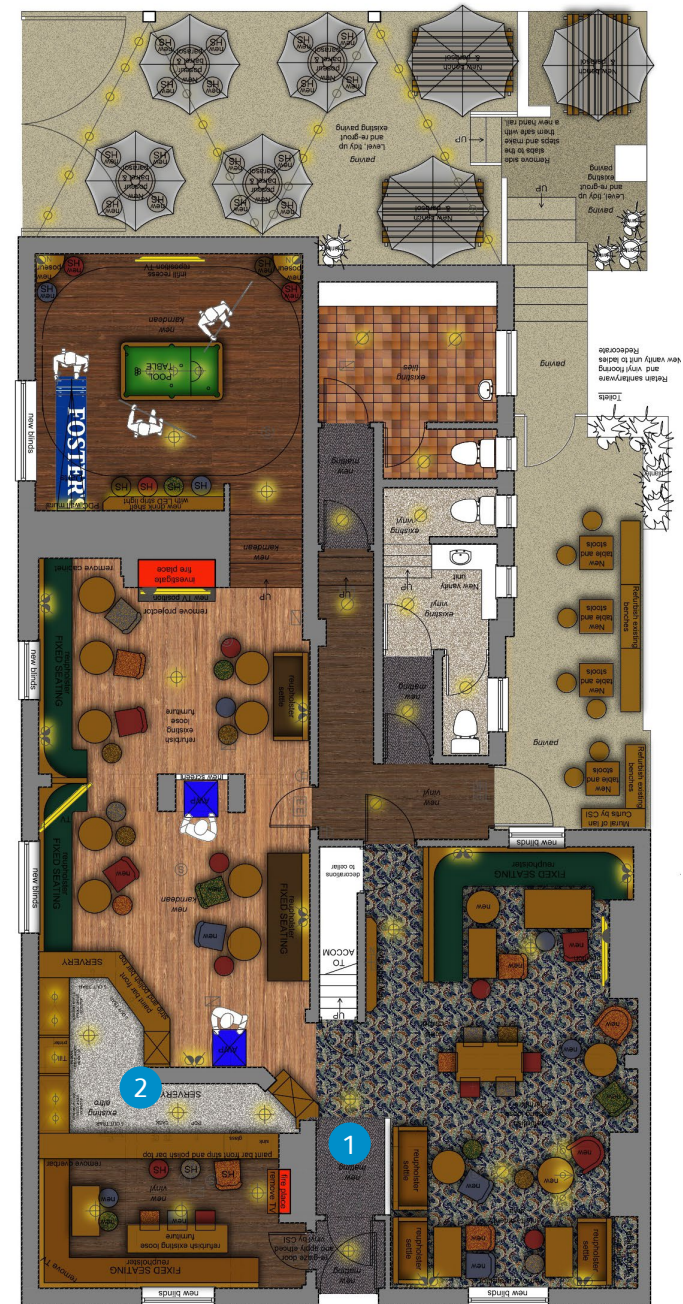
General Trade Areas:

- New timber effect Karndean floor.
- Investigate if fireplace is fully functional.
- Remove projector and new TV position.
- New and refurbished furniture.
- Two new AWP positions and screen.
- Recover fixed seating.
- Redecorate throughout.
- Upgrade to decorative lighting.
- Two new blinds.

2

Bar Servery:

- Retain altro flooring.
- Remove overbar to snug and small under counter fridge.
- Form new glass storage.
- Strip bar top and paint bar front.
- New bar product to be installed.



Floor Plans & Finishes

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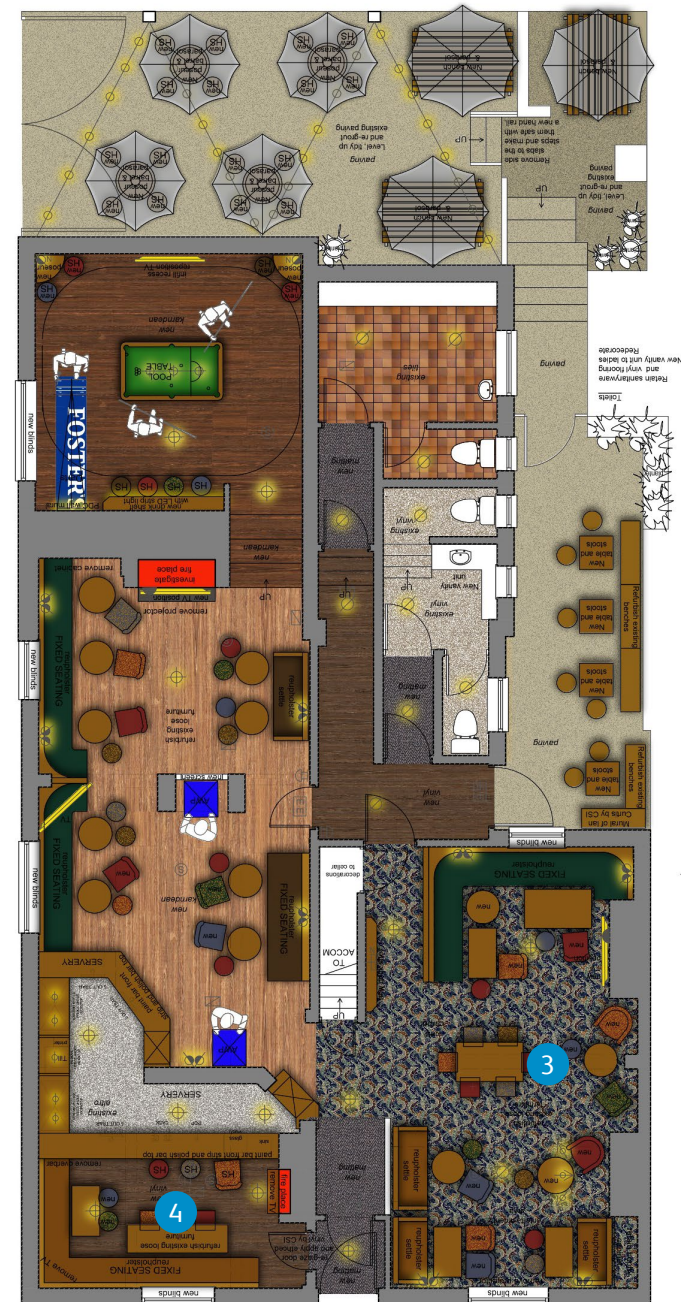
Lounge Area:

- New carpeting.
- Remove projector.
- New TV position.
- New and refurbished furniture.
- Recover fixed seating.
- Redecorate throughout.
- Upgrade to decorative lighting.
- Two new blinds.

4

Snug Area:

- Reglaze internal door and apply new etched vinyl.
- Open up fireplace.
- New vinyl flooring.
- Recover fixed seating.
- Redecorate throughout.
- Upgrade to decorative lighting.
- One new blind.



Floor Plans & Finishes

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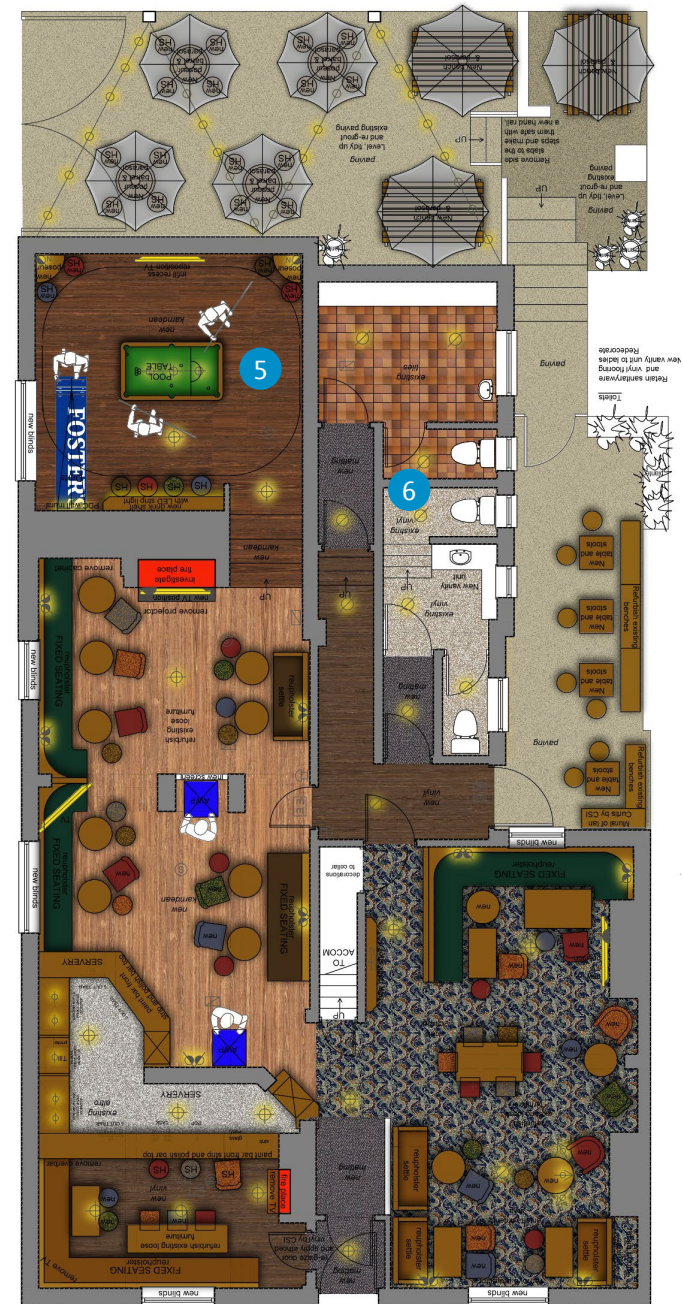
Sports Area:

- New timber effect Karndean floor.
- New drink shelf with LED lighting.
- Reposition TV.
- New pool table.
- New blinds.
- New darts score board with halo light.
- New PDC wall mural.
- New and refurbished furniture.
- Redecorate throughout.
- Upgrade to decorative lighting.

6

Customer Toilets:

- New vanity unit, WHB and taps to ladies.
- Redecorate throughout.
- Retain sanitaryware.
- Retain flooring and lighting.
- Upgrade to decorative lighting.
- One new blind.



Floor Plans & Finishes

7 Lobbies & Corridors:

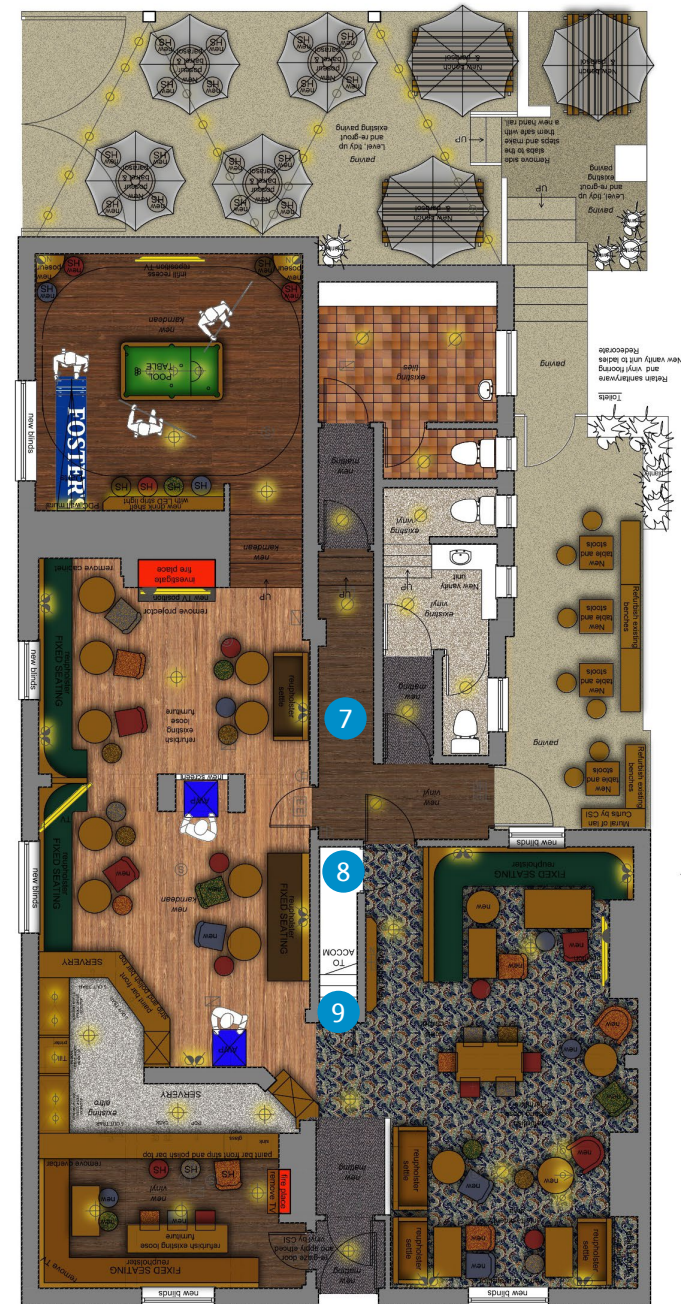
- New entrance tiles and matting.
- New vinyl flooring.

8 Cellar:

- Redecorate throughout.

9 Private Accommodation:

- Window frame repairs.
- New kitchen vinyl flooring.
- Strip out carpet and redecorate.



External Refurbishment



Signage and external works:

- New signage scheme and wall mural.
- External redecorations.
- Refurbish existing benches.
- New barrel poseur tables.
- New parasols and A benches.
- New festoon lights.
- Tidy up and regrout existing paving.
- Remove paving slab to steps and make safe with new handrail.



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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? Get in touch.

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🖱️ www.starpubs.co.uk

● **Bruce Arms, 231 Crompton Road, Macclesfield, SK11 8HB** ●