



ABOUT THE OPPORTUNITY



WHY INVEST?

Fantastic refurbishment planned!

A refurbishment will turn the Bell into a premium town centre pub. Inside, the pub will be redecorated which will include new wall finishes, new furniture and new flooring throughout. We will also be refurbishing the toilets and add some new equipment to the existing kitchen. This will give the pub a whole new look and feel and attract a variety of customers.

The external areas will be enhanced with a complete redecoration, furniture, planters and lighting. We will also be installing an all new, large, covered pergola. The pub will benefit from new signage and lighting on the front of the pub too. These works will give the pub a much more premium feel and will enable the new licensee to offer a fantastic space throughout the year.

Town-centre location

The Bell is located in the town of Shifnal, four miles east of Telford. Shifnal high street is a typical large market town centre, with a mix of pubs restaurants and local shops. It also acts as destination for many of the outlying villages in the surrounding area. It's a close-knit town, with medium affluence.

Tap into this pub's potential!

The potential of the Bell lies in its ability to operate as a an all-day venue, covering all trading occasions from breakfasts through to the early hours on the weekend. The quality of the surroundings, the ability to attract a variety of customers, 44 internal covers internal and amazing outdoor space will make this pub stand out well above the competition. All we are looking for is the right operator...

SO, COULD THAT BE YOU?

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TARGET CUSTOMERS

When refurbished, The Bell will appeal to a very broad spectrum of customers, including:

- A cross section of local society from older customers looking for a quiet drink or value lunch
- People looking for a great place to meet friends and family.

OFFER

When refurbished, The Bell will offer:

- A wide range of premium beers & ciders from traditional lagers through to craft beers.
- A range of premium spirits will be supplemented by great cocktails and a fabulous wine list.
- A home-cooked, traditional pub classics food menu with a variety of specials, sourced locally
- Coffee and Wi-Fi
- Live weekly entertainment

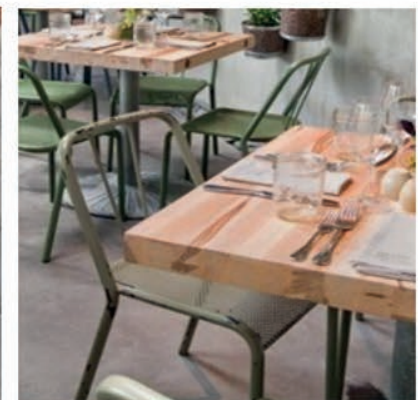
INTERNAL MOODBOARD



INTERNAL MOODBOARD



EXTERNAL MOODBOARD



FLOOR PLANS & FINISHES

1

DINING AREA

- New Karndean flooring
- New tiled bar apron
- New F&F
- Re-decoration

2

BAR AREA

- Back bar alterations
- Front bar decoration
- New decorative tiled floor
- Existing timber stripped, stained, repolished
- New fixed seating
- New mid height F&F
- Re-decoration

3

KITCHEN

- Add new equipment

4

TOILETS

- Male & Female decoration & flooring



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

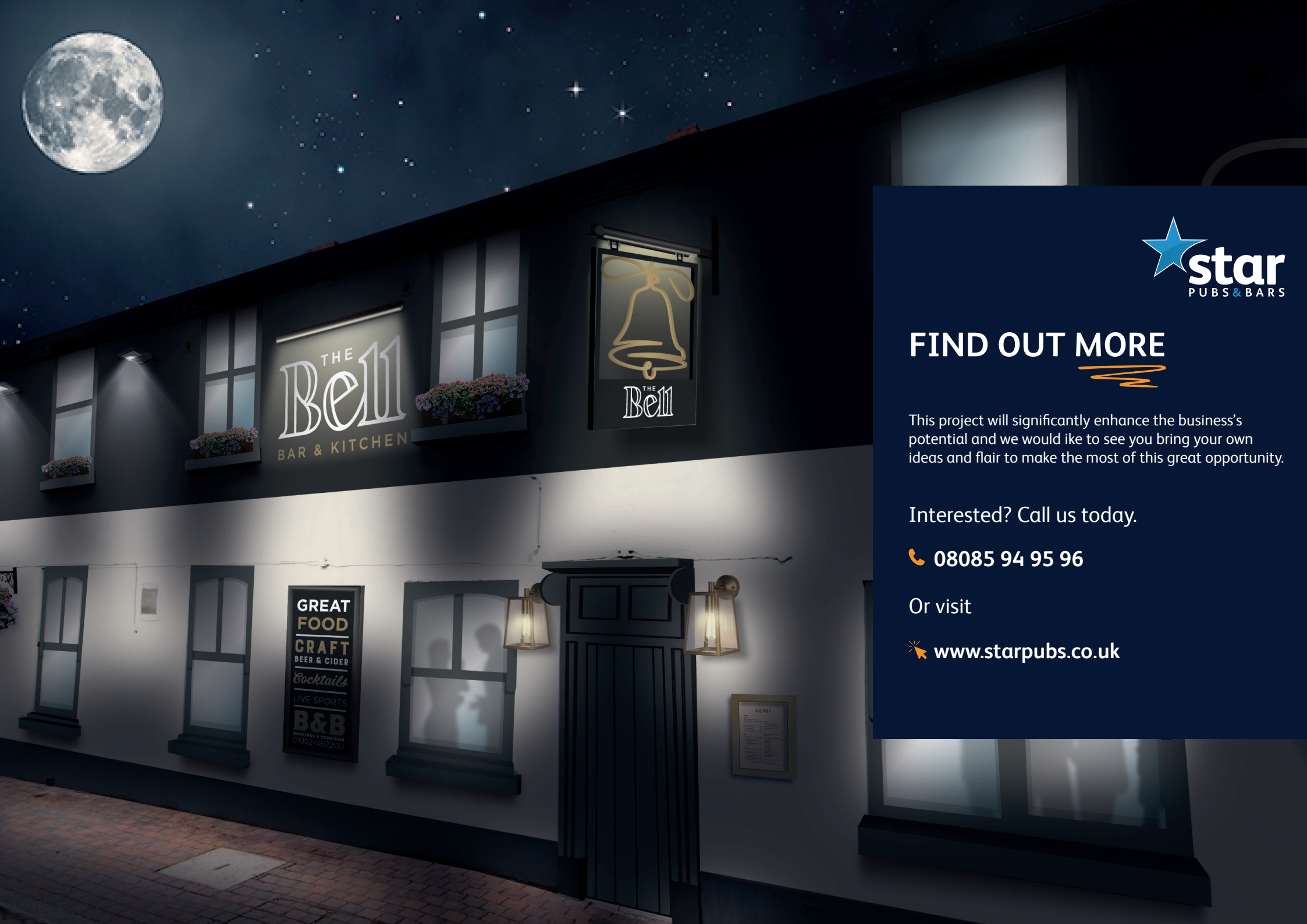
- New signage scheme & lighting refer to SR Signs proposal
- Improve external lighting to front elevation
- Full redecoration of building
- Remove all signage & clean façade
- Deweed all areas, tidy all gravel areas & pressure wash all paths
- Redecorate gates & balustrading

Rear beer garden:

- Cut back overhanging branches and climbing plants, de-weed all areas and paths. Re top gravel area
- Fill existing log store with cut logs
- Make good of opening once new bi fold doors installed
- Install festoon lighting to underside of gazebo
- New timber planters with post and rope barrier between, generally add potted plants to dress area
- New loose benches & teak furniture sets
- Cut back & enhance grass
- Deweed & enhance mature planting
- Refurbish gazebo

Front terrace:

- Add perimeter box hedge planters to terrace boundary with spike lights
- New loose benches & teak furniture sets
- Add gravel bed to left hand side of entrance
- Add topiary trees in pots to either side of entrance door
- Prepare and stain balustrade to decking



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