



# About the Opportunity



## Why Invest?

### Exciting Investment: The Bell in Shifnal Pub Refurbishment Opportunity!

We're investing in a complete refurbishment for a centrally-located pub in Shifnal, just 4 miles from Telford. The pub is in a prime spot in the town, surrounded by a diverse community. About 400 adults live within a 10-minute walk, with an additional 200 in a 20-minute radius. Despite the competition of 8 other pubs, the establishment will stand out as a premium local option with excellent outdoor space and a top-notch food menu, unlike the mostly drink-focused pubs nearby.

### Elevate Your Investment: Witness the Transformation

We envision this pub as a welcoming hub for all ages, ideal for both casual meetups and family gatherings. The focus is on creating a premium local experience with quality food and drink offerings, appealing to a wide range of customers throughout the week. We're looking for a community-oriented licensee with an entrepreneurial spirit, someone who can immerse themselves in the local scene and keep the pub bustling with activity. Live entertainment and a friendly atmosphere will be key to making this pub the go-to spot in Shifnal.

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## Target Customers

### Families:

- Ideal for family outings, the pub offers a welcoming atmosphere with a great outdoor space.

### Young Professionals:

- With premium drinks and a vibrant environment, young professionals will find the pub an excellent spot to unwind after work or meet up with friends for a lively night out.

### Retirees:

- Retirees will enjoy the relaxed and friendly setting, ideal for leisurely lunches, afternoon teas, or catching up with friends over a quality pub meal.

### Mixed Groups:

- The versatile space and varied menu cater to mixed groups, ensuring there's something for everyone, whether it's a casual drink, a meal, or live entertainment.

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## The Offer

### Drinks:

- A premium HEINEKEN range of beers and ciders, including low & no options alongside quality wine, spirits and soft drinks options.

### Food:

- The pub can offer a great range of locally sources, crowd-pleasing pub classics.

### Coffee:

- A great coffee offering, ensuring a satisfying brew every time.

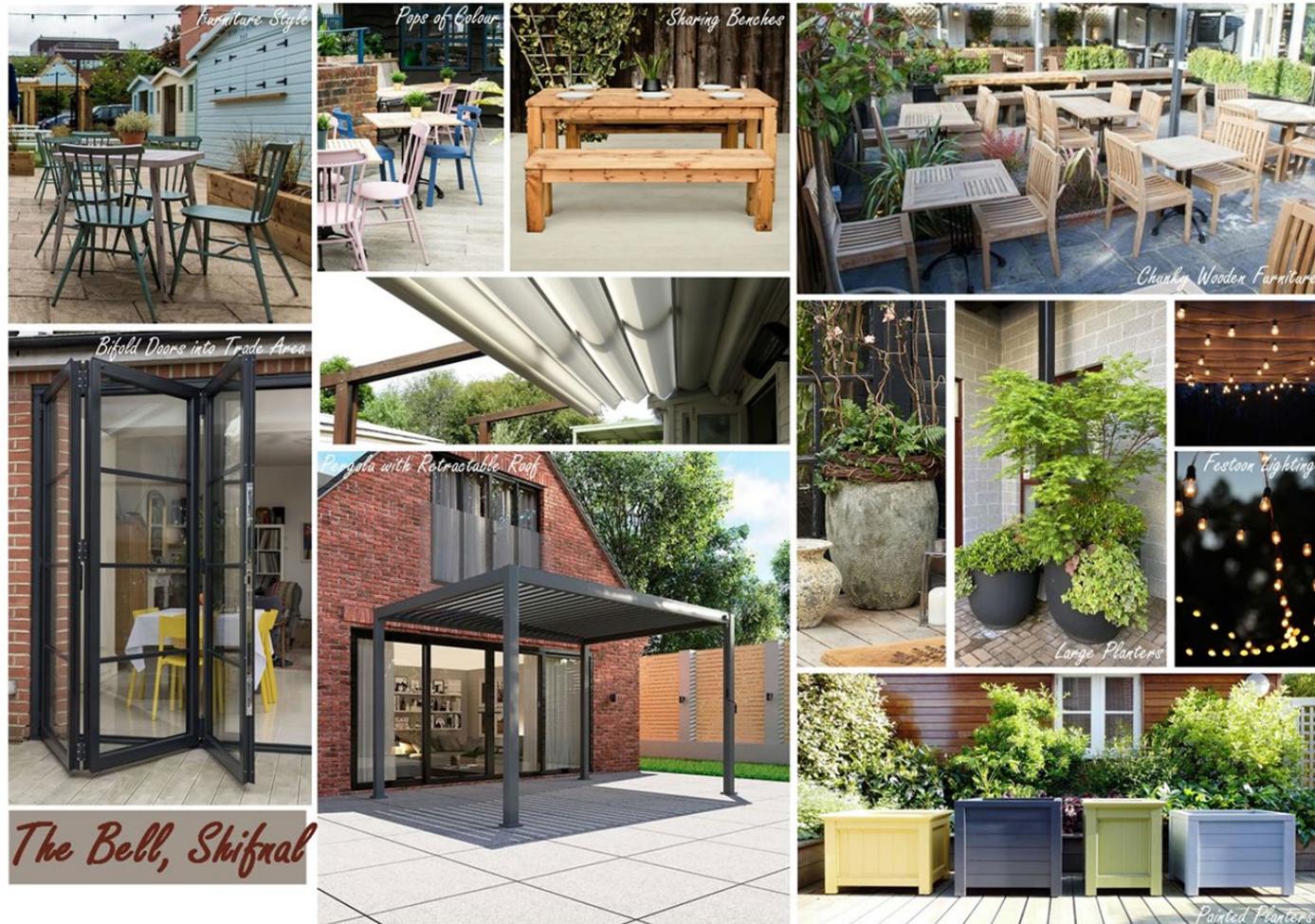
### Events:

- There is potential to offer a variety of quiz, social and charity events along with darts teams, pub games and food driven event evenings.

# Internal Mood Board



# External Mood Board



# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Bar Area

- Updated back bar features.
- Enhanced front bar décor.
- New decorative tiled flooring.
- Stripped, stained, and repolished existing timber.
- Installation of new fixed seating.
- Introduction of mid-height fixtures and fittings.
- Complete redecoration.

## 2 Dining Area

- New Karndean flooring.
- Tiled bar apron installation.
- Updated fixtures and fittings.
- Full redecoration works to walls, ceilings and theming walls.
- Addition of new dumb waiter.

## 3 Kitchen

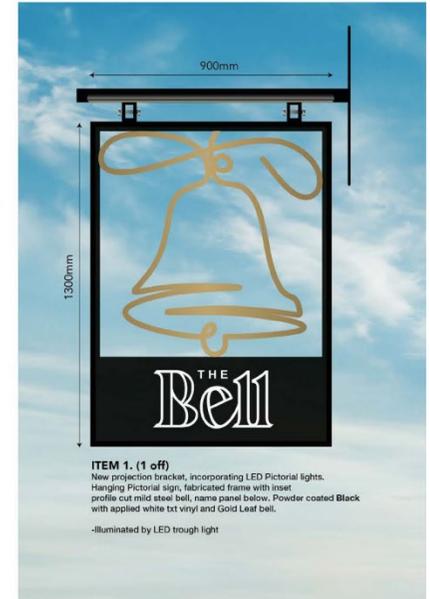
- Installation of new kitchen equipment.

## 4 Toilets

- Refurbished Ladies' and Gents' toilets with new flooring.
- Creation of accessible toilets.



# External Refurbishment



## Signage and external works

- New exterior lighting and signage scheme.
- Allow for new decorations to the front and gables of the building.
- New painted doors and windows at low level to rear.
- Addition of new glazed bi-folding doors.
- Installation of new pergola with retractable roof, integrated heaters and festoon lighting.
- New plants to be added.
- Removal of redundant exterior bar for the formation of new parking spaces.
- Addition of new mid-height sharing benches and loose 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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