



CROSS KEYS, DERBY ROAD, SWANWICK, ALFRETON, DE55 1BG

ABOUT THE OPPORTUNITY



WHY INVEST?

Transformational refurbishment planned

A refurbishment will turn the Cross Keys into a premium, community local. Inside, the pub will be redecorated throughout, with new flooring, new furniture and a new look for the bar servery. We will also be upgrading the kitchen and toilets. This will be a transformational refurbishment, with a planned investment of just under £250,000.

The external areas will be enhanced with a complete redecoration, new furniture, heating, and lighting. We will also be installing an all new, large, covered beer garden. The pub will benefit from new signage and lighting on the front of the pub too. These works will shout about the pubs transformation to passing trade, enticing them to visit.

These changes will encourage new customers to come in and see the amazing change in the pub, experience the new food offer or watch and play sport!

Great village location!

The Cross Keys is located in the highly sought-after village of Swanwick, a large village in Derbyshire, just south of Alfreton, west of the M1. The pub itself is on the busy main road which joins the A38, a main arterial route between Derby and Mansfield. There are lots of chimneys surrounding the pub, with over 4,500 adults living within a ten-minute walk of the pub.

A pub business with bags of potential

These changes will encourage new customers to come in and see the amazing change in the pub, experience the new food offer or watch and play sport. There are 81 internal and 55 external covers, meaning there is ample opportunity to maximise trade throughout the year. Competition in this area of the market is limited, with most of the other pubs in the village having a drinks led offer. All we're looking for is the right operator that understands how to run a community-focused pub....

SO, COULD THAT BE YOU?

ABOUT THE OPPORTUNITY



TARGET CUSTOMERS

When refurbished, the Cross Keys will appeal to a very broad spectrum of customers, including:

- Locals looking to enjoy good quality and value drinks and food
- Friends or family looking to spend time together in a premium community pub

OFFER

When refurbished, the Cross Keys will offer:

- A mix of value and premium draught Lager, cask ales, craft beer, a wine menu, spirits and soft drinks.
- Traditional pub food, home-cooked to a good standard. Offers throughout the week to attract customers. Also Sunday lunches and a kids menu to encourage families in as often as possible.
- A coffee offer to increase day time trade and attract parents at pick up / drop off time to the nearby school.
- Entertainment as part of the rhythm of the week, such as live music, sport and local pool and darts teams.

INTERNAL MOODBOARD

The Cross Keys - Swanwick

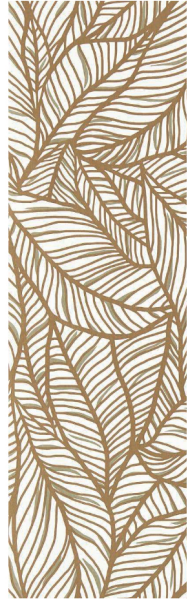


Concept

Architecture Project & Cost Management Interior Design

www.conceptdesign.co.uk

Feature Wallpaper



Darts Surround with Halo lighting



Main Carpet



Opening up space to create snug



Painted Bar Front



Snug Carpet



Feature Panelling with Wallpaper & Fixed Seating



Vinyl Floor to Pool Area



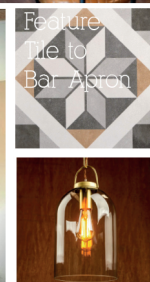
Paint Colours



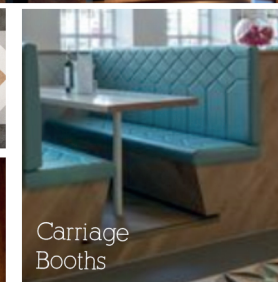
Pool Area



Brick Slips



Feature Tile to Bar Apron



Carriage Booths



Upgrades to Back Bar

EXTERNAL MOODBOARD

The Cross Keys - Swanwick



New Vanity top and sit on sinks



Boarding Existing Over Tiles



Feature Wall Tiles to Urinal Walls



New Mirrors



Retain existing floor tiles

New Paint Finishes



Toilets

Festoon Lighting



Branding to Screens & Furniture



External Area



New External Furniture



New planters



Planting to Wall



RENDERED FLOOR PLAN



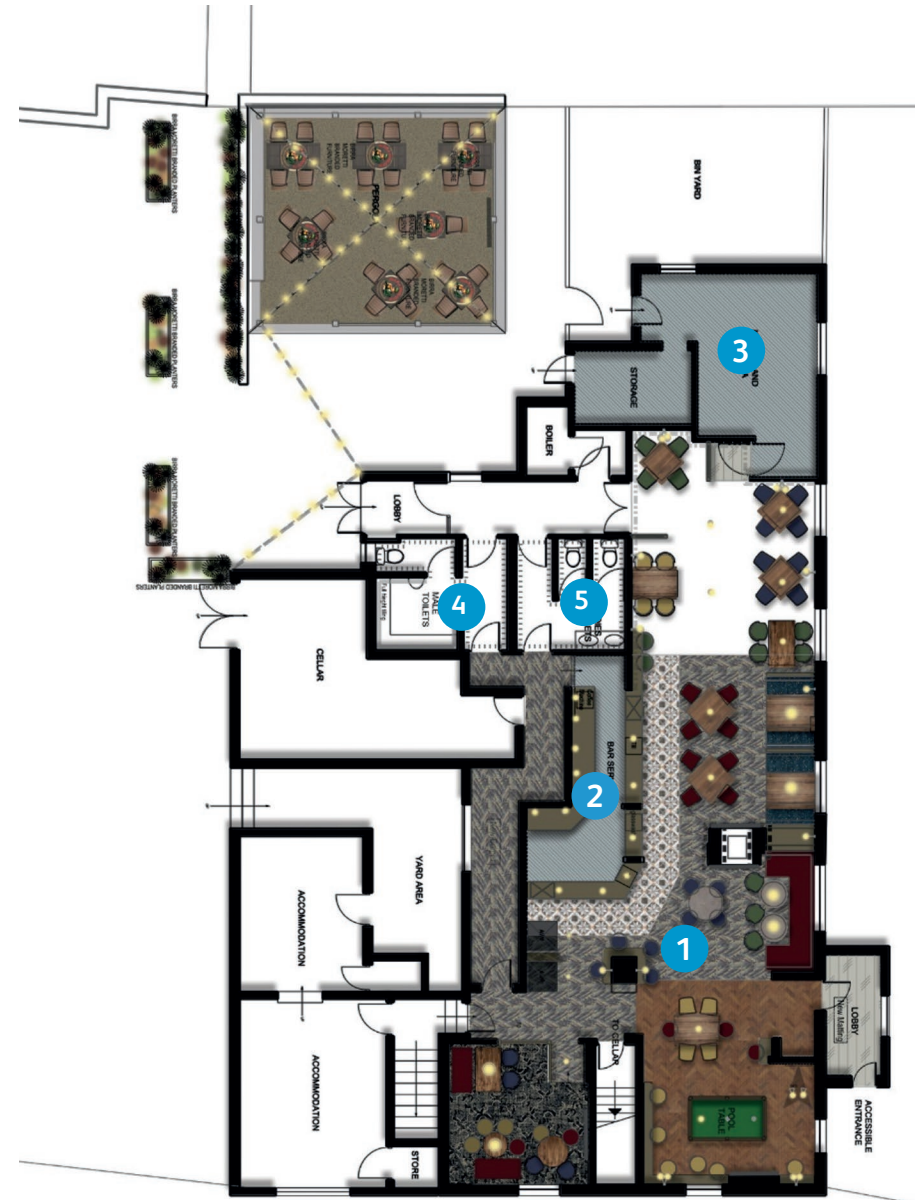
FLOOR PLANS & FINISHES

1

TRADING AREAS

The trading areas will be fully refurbished and redecorated. Works will include:

- Allow for decorations throughout trade area including feature wallpapers and panelling
- Allow for new flooring
- Allow for new window finishes with working roller blinds
- Full new Audio-Visual System to be installed by specialist. Allow for Sky and BT sports
- New and refurbished furniture
- New drinks shelves
- Allow for 2no. AWP positions
- Brick slips to chimney breast
- Allow to refurbish existing fixed seating
- Allow for 2no. mid height carriage booths
- New internal signage by specialist contractor
- Contractors to undertake roof survey
- Allow for new escape window to first floor
- Electrical and Mechanical contractors to undertake gas and electrical surveys
- CCTV – allow to check and ensure it is compliant to current licensing
- Allow to check security alarm is in full working order
- Allow for smart dispenser to cellar
- Allow to check cellar cooler is in full working order
- Allow for new bric-a-brac by specialist



FLOOR PLANS & FINISHES

2

BAR SERVERY & BACK BAR

Works will include:

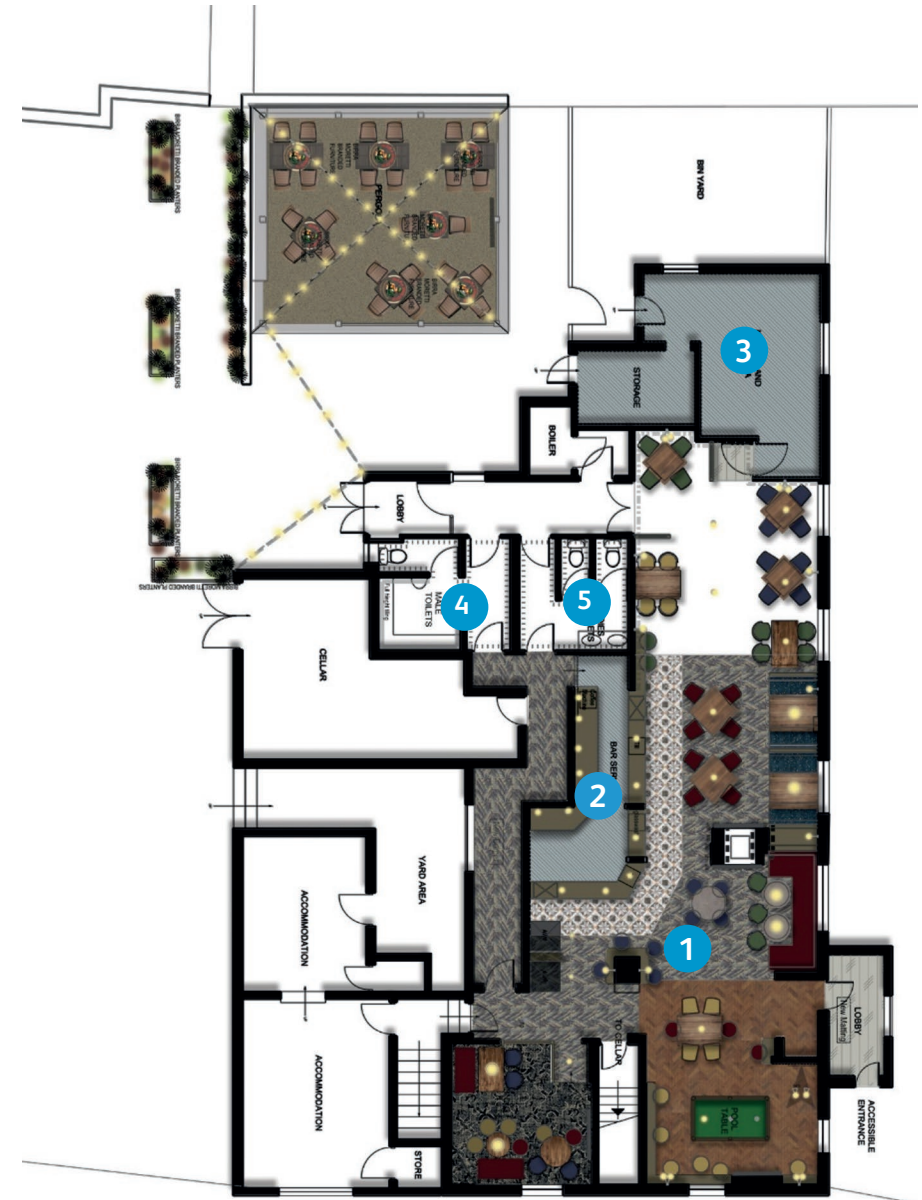
- Retain existing bar servery. Strip, stain and repolish existing countertop. Allow to paint front of servery
- Allow to retain existing till position
- Allow for new bar product layout as per Operations brief. Allow for new delta bridge font
- Retain existing back fitting and allow to refresh uppercase with new tiles and shelving
- Allow for new Bean to Cup machine
- Allow for new glasswasher to existing position

3

KITCHEN

Works will include:

- Retain existing canopy
- Allow for new stainless-steel cladding to cookline only
- Provide new safety flooring
- Retain and contract clean tiles. Allow to make good to any holes
- Provide new trunking where necessary



FLOOR PLANS & FINISHES

4

MALE TOILETS

Works will include:

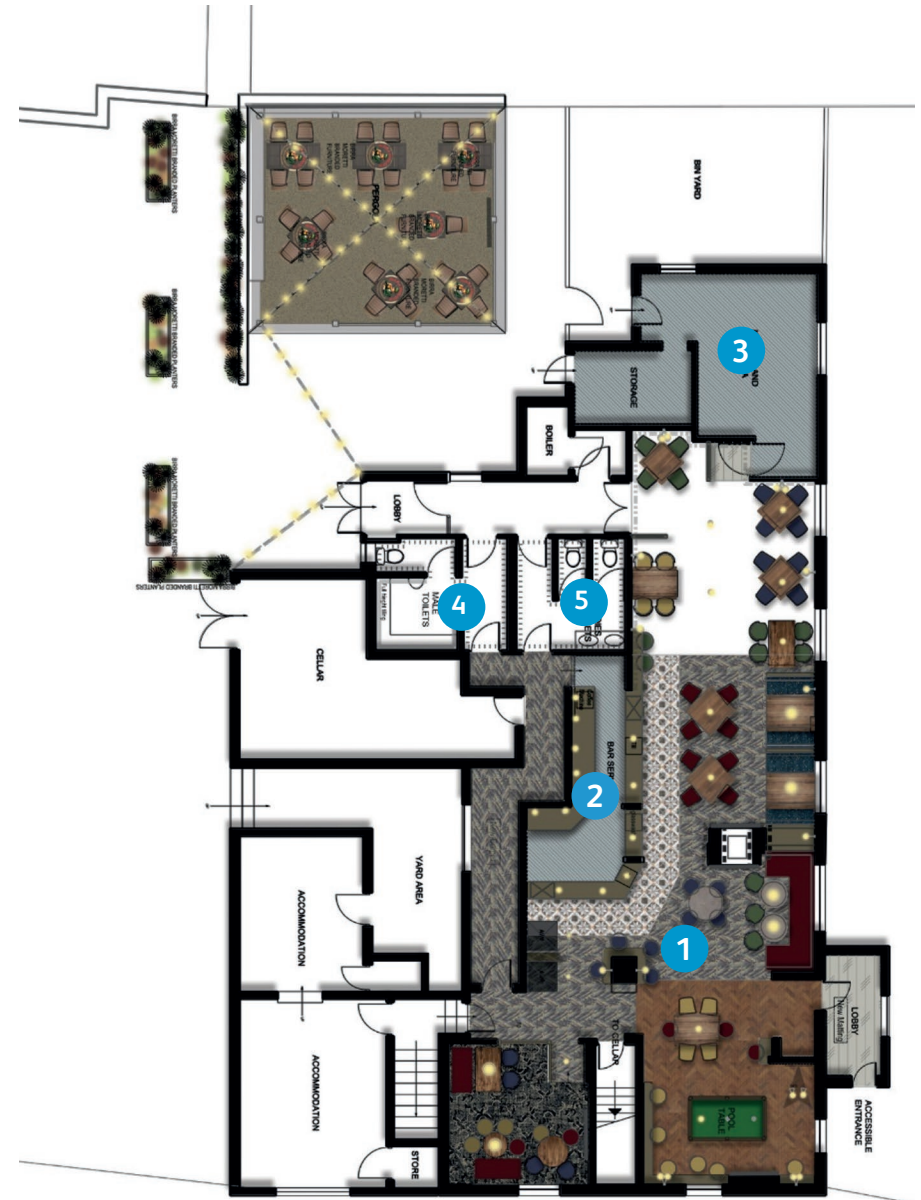
- Allow to refurbish
- Allow to overboard existing wall tiles with v-groove MDF boarding and decorate. Wall to urinal to be overtiled
- Allow for new pedestal sink and taps
- Retain and contract clean existing flooring
- Allow to conceal existing skylight and decorate out
- Provide new sparge pipes to existing urinal trough
- Allow for new mirrors by bric-a-brac contractor
- Allow for new toilet goods and hand driers to existing positions
- New lighting to existing positions

5

FEMALE TOILETS

Works will include:

- Allow to refurbish
- Allow to overboard existing dado height tiles with v-groove MDF boarding and decorate
- Allow to retain existing vanity, allow for new Corian top with new sit on sinks and taps
- Retain and contract clean existing flooring
- Allow to conceal existing skylight and decorate out
- Allow for new mirrors by bric-a-brac contractor
- Allow for new toilet goods and hand driers to existing positions
- New lighting to existing positions



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

- Allow for new external decorations
- Specialist contractor to provide new external signage. Look to reuse and recolour existing signs
- Allow for feature signwriting to side wall. New feature lighting, poster cases and new signpost to car park
- Allow for light to sign post
- Allow to reuse existing benches
- Allow to white line car park
- Allow for minor repairs to boundary wall
- Allow for upgrades to existing pergola
- Allow for new box planters to form walkway to grassed area
- Provide new planting to wall next to pergola

Pergola works will include:

- Allow for decorations to existing pergola. Main contractor to provide and fit festoon lighting
- Allow for new loose furniture
- Allow to remove screen to car park side pergola
- Allow for new heaters



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**

