



About the Opportunity



Why Invest?

Exciting Opportunity: The Kings Arms, Cleobury Pub Refurbishment!

The Kings Arms is set for a full refurbishment to become the town's leading premium local. With around 3,000 adults nearby and a medium affluence demographic, the pub is ideally positioned to attract families, casual drinkers, and diners seeking a welcoming community hub. Once refurbished, the Kings Arms will offer a warm, family-friendly setting with a great range of drinks and quality home-cooked food, standing out against its three local competitors.

Elevate Your Investment: Witness the Transformation

The investment will refresh the interior with full redecoration, new flooring, an upgraded bar, and new kitchen equipment. Outside, the pub will benefit from a redecoration, new signage, refreshed external seating, and a decorated pergola with new decking, perfect for summer trade. With 61 internal covers, 74 external covers, and a focus on creating a welcoming, sociable atmosphere, the Kings Arms will be well placed to become a firm favourite for locals and visitors alike.

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Target Customers

Local Families:

- Families seeking a relaxed, family-friendly pub with quality home-cooked food.

Community Regulars:

- Locals looking for a reliable pub offering great drinks, service, and a lively, welcoming atmosphere.

Social Diners:

- Customers who enjoy a traditional meal out and casual dining experiences in a cosy environment.

Entertainment Seekers:

- Those who enjoy pub quizzes, live weekend entertainment, and vibrant social events.

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The Offer

Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, spirits, wines, some cocktails 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.

Food:

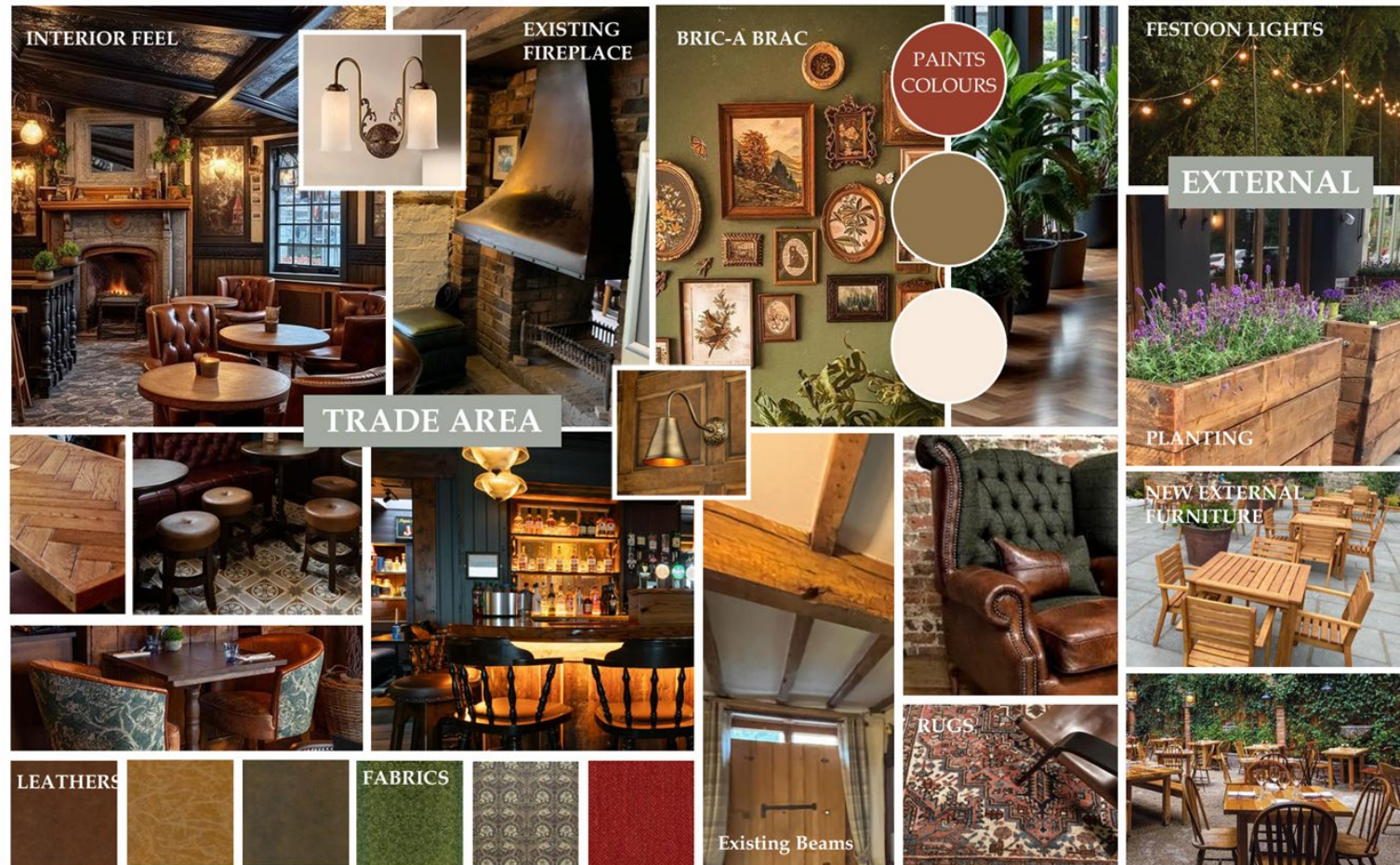
- A classic pub menu with a selection of crowd pleasers to cater to every taste.

Coffee:

- Coffee can be offered, attracting daytime visitors and non-drinkers, broadening the pub's appeal.

Events:

- The pub will offer pub quizzes, community events and live entertainment catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.



Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas:

- Full internal redecoration.
- Install new bric-a-brac.
- Update floor finishes as specified.
- New lighting throughout.
- Refurbish and supply loose furniture.
- Add window dressings.
- Install new planters and rugs.
- Fit new entrance matting.
- Remove drinks shelf, warped shelf and cupboard.
- Check fireplace compliance.
- Add third bric-a-brac to fireplace.
- Strip, stain and repolish timber flooring.

2 Kitchen & Cellar:

- Redecorate and allow for service alterations.
- Install HEINEKEN SmartDispense system.
- Service cellar cooling.



Floor Plans & Finishes

3 Bar Severy Area:

- Fit additional sink.
- Install coffee machine and related services.
- Install new backfitting.
- Lay new vinyl flooring.
- Strip, stain and refinish countertop, bar counter and front.
- Ensure cupboards shut flush.

4 Ladies & Gents Toilets:

- Full redecoration and vinyl flooring throughout.
- Sanitaryware to be retained and resealed.
- New WC seats, taps, vanity unit (ladies), and hand dryers.
- Ensure lighting, ventilation, locks and hooks are fully operational.

5 Private Accommodation:

- Full redecoration throughout.
- New vinyl and carpet flooring as required.
- Replacement of sanitaryware and fixtures where necessary.
- Ensure services, ventilation, and extraction are in working order.



External Refurbishment



Signage and external works:

- Full external redecoration including signage and lighting.
- Retain and re-stain existing pergola.
- Planting to boxes.
- External decoration extended to walkway.
- Decorate and secure gates.
- Paint pergola timbers and install new polycarbonate roof.
- Install 1800mm high fence and gate.
- Rebuild decking with planter balustrading.
- Supply new external furniture, including parasols and bases.
- Jet wash and re-tarmac.
- Uncover, level and make good cobbles.
- Complete external decorations to painted surfaces.



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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.

☎ 08085 94 95 96

🖱 www.starpubs.co.uk

● **Kings Arms, Church Street, Cleobury, Kidderminster, DY14 8BS** ●