



● THE CROWN, 25 MARKET PLACE, RUGBY, CV21 3DU ●

# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Available on our management agreement, Just Add Talent

A fabulous refurbishment will transform the Crown into a premium town centre pub that is full of style. Inside, the pub will be redecorated throughout. Upgrades will include new Victorian floor tiles as well as timber planked flooring, better vision into the pub from part glazed doors and new seating bays. We'll make a number of improvements to the bar area that will increase the bars premium feel and make it stand out more. The toilets will also receive works.

Outside, we will be upgrading the pub with a redecoration and beautiful new signage that will appeal to a wider range of consumers with its new look and feel. The Tudor frontage will be better illuminated by the addition of new lighting.

### In the heart of the town

The Crown is in the heart of Rugby Town Centre, a picturesque historic market town. The pub itself sits next to the thriving marketplace, as well as in close proximity to the busy Rugby College meaning the pub has prominent location. Being in the city centre, there are several nearby hospitality venues, however, the historical presence of the Crown will make the pub appeal to it's locals and tourists to the area.

### Untapped potential

The pub already has an established trade. We believe that this refurbishment will set The Crown above the local competition with it stylish yet conventional décor. It will be the bar of choice for the after-work drinkers mid-week and will also attract a great mature weekend consumer looking for a relaxed, safe and premium outlet to enjoy themselves into the early hours. The look and feel are different from anything in the immediate vicinity and the range of products will also make a great point of difference. All we're looking for is the right operator...

**SO, COULD THAT BE YOU?**

# ABOUT THE OPPORTUNITY

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## TARGET CUSTOMERS

The newly refurbished Crown will appeal to:

- All ages and groups with its potential for a great food offer and drinks selection
- Visitors and tourists to the area

## OFFER

When refurbished, the Crown will offer:

- A high quality, focused range of drinks including premium lagers, craft beers & ales, wines, spirits, and premium soft drinks
- Coffees, to increase trade throughout the day
- Entertainment as part of the rhythm of the week, such as weekly live music.

# INTERNAL MOODBOARD



# EXTERNAL MOODBOARD



**ITEM 1. (1 off)**  
New fabricated pictorial sign with bullnose moulding and vinyl display.  
Illuminated by a pair of brass cowl lamps. All fitted to the existing gibbet.

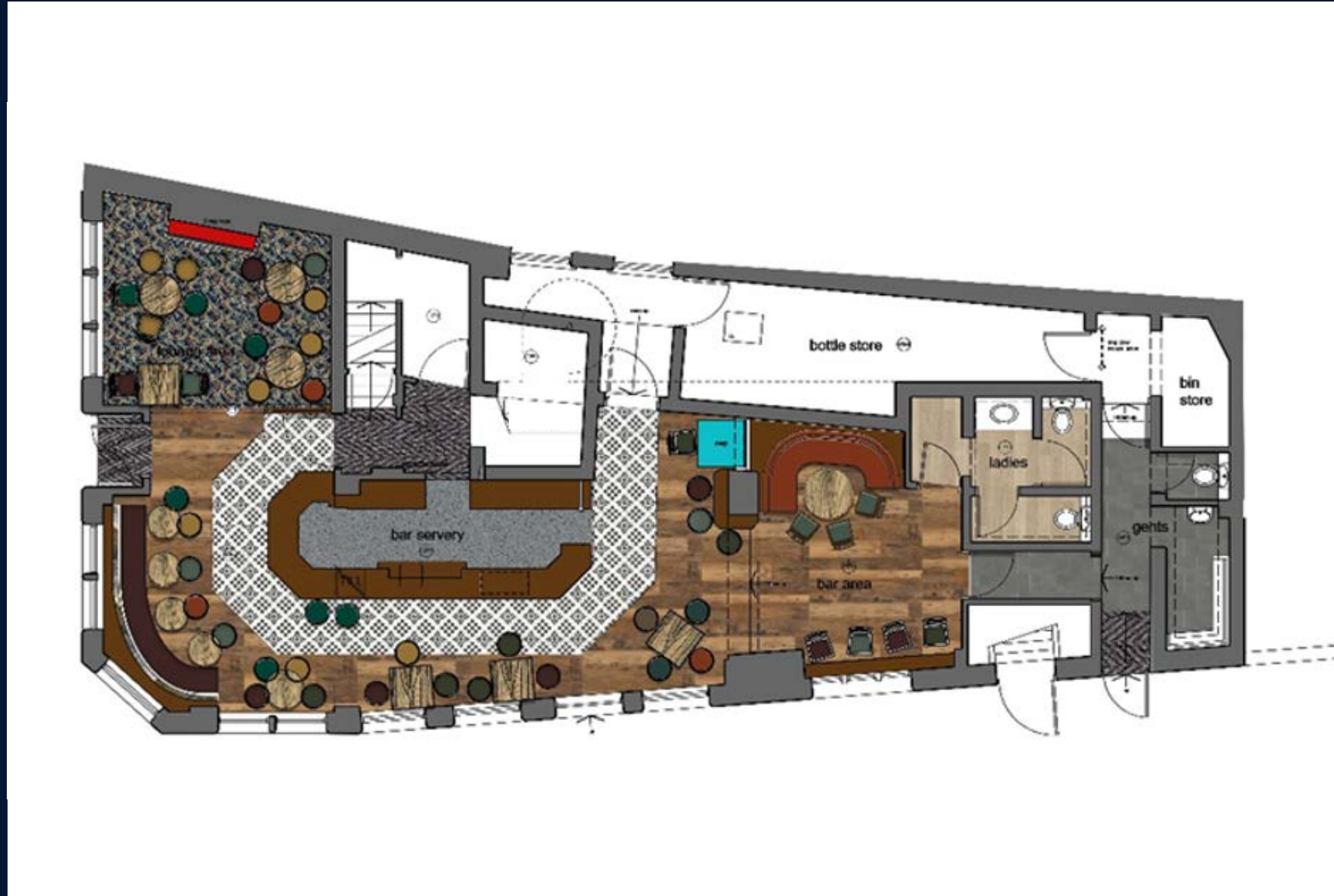
Size: 1200mm sq.



**ITEM 2. (2 off)**  
New fascia to match DULUX 708G 07/086 with individual brass letters. 'CIRCA 1900' in cream vinyl.  
Illuminated by an LED trough light above.

Size: 1500mm x 1150mm

# RENDERED FLOOR PLAN



# FLOOR PLANS & FINISHES

1

## LOUNGE AREA & ENTRANCE

- New carpet
- Remove existing fixed seating
- Feature Fire Place
- New seating bay to RHS
- Re-decoration
- New part glazed doors

2

## MAIN BAR AREAS

- Refurbed Back Bar & Over Bar glass rack
- New Tile Apron
- Open up existing window space and reglaze
- New wide plank timber flooring
- New poseur seating bay
- Re-decoration
- Refurbed Back Bar & Over Bar glass rack
- New Tile Apron
- Open up existing window space and reglaze

3

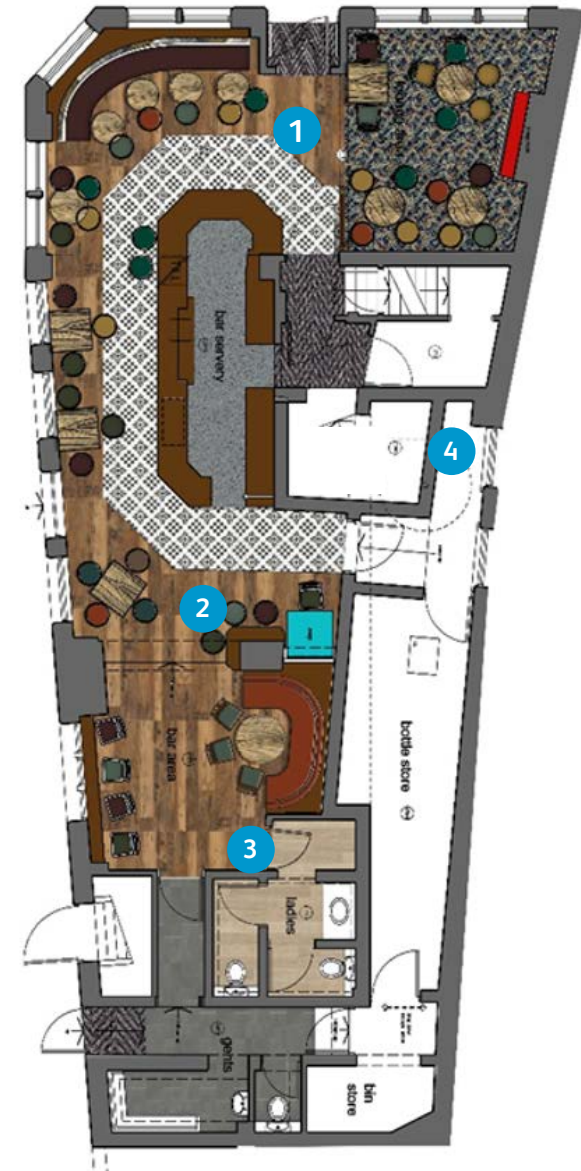
## TOILETS

- Male & Female toilets will both be fully refurbished

4

## OFFICE

- Not fully decorated just comms equipment/safe etc



# EXTERNAL REFURBISHMENT

## SIGNAGE AND EXTERNAL AREA

Works will include:

- External redecoration of main pub building
- New signs and lights to illuminate the pubs striking tudor appearance







## 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](http://www.starpubs.co.uk)

