



About the Opportunity



Why Invest?

Exciting Investment Opportunity: The Plough Inn Pub Refurbishment Underway!

Seeking a lucrative pub investment? Situated in Wollaston (Near Stourbridge), The Plough Inn offers a unique advantage with its close proximity to nearly 4,000 residents within a 10-minute walk. Surrounded by a med/high affluence demographic and only facing competition from 4 other pubs nearby, this opportunity is primed for success for the right licensee.

Elevate Your Investment: Witness the Transformation

With planned full refurbishments inside and out, including enhanced garden areas and premium decor, this pub is set to become the preferred destination for quality food and drinks for patrons of all ages and genders. Whether you're an experienced multiple operator or someone passionate about creating a strong all-round pub experience, this establishment with 37 covers, private accommodation featuring 3 bedrooms, and a well-planned entertainment schedule promises a profitable investment in the thriving Wollaston community.

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Target Customers

When refurbished, The Plough Inn will appeal to:

Local Residents Seeking Quality Dining:

- Targeting residents within walking distance, this group appreciates a comfortable atmosphere and locally sourced, home-cooked food.

Working Professionals for After-work Drinks:

- Appealing to nearby office workers, the pub offers a relaxing environment and a diverse drinks menu to unwind after a long day.

Tourists Exploring the Area:

- Attracting visitors exploring nearby landmarks, the pub provides a taste of authentic local cuisine and a welcoming British pub experience.

Families Looking for Weekend Gatherings:

- Drawing in families, the pub's premium local vibe and entertainment events offer a fun and inclusive space for weekend outings and celebrations.

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The Offer

When refurbished, The Plough Inn will offer:

Drinks:

- Picture a wide-ranging selection of beverages, including lager, cider, traditional cask as well as a quality selection of spirits and wines to compliment the offer.

Food:

- Delicious, high-quality dishes crafted from locally sourced ingredients and cooked to perfection.

Coffee:

- Start the day right with a bean-to-cup coffee offering, ensuring a fresh and satisfying brew every time.

Events:

- Imagine a lively weekly schedule featuring live entertainment and engaging activities to draw in patrons.

Internal Mood Board



Internal Mood Board



Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas

- Full redecoration throughout.
- New hard floor coverings in the bar area with a tiled apron.
- Replacement carpet in the dining room and lounge to create defined zoning.

2 Bar Area

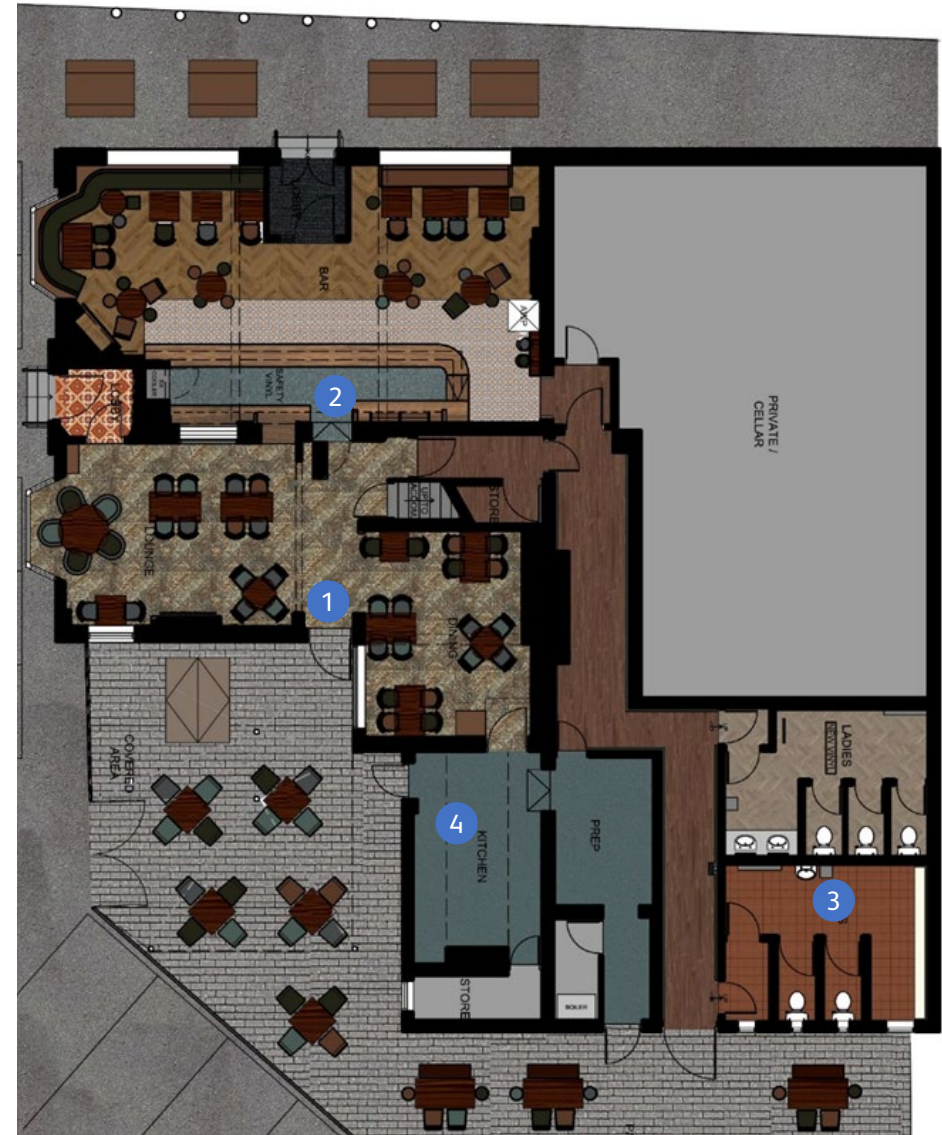
- Strip and stain existing bar.
- Add new vision panel to back bar with drinks shelving.
- Recover/Refurbish fixed Fittings & Furnishings.
- New Bric-a-Brac design elements and lighting scheme.
- Re-introduction of existing fireplace to the bar area.

3 Toilet refurbishment

- Focus primarily on the ladies' restroom while cleaning and decorating the gents' restroom.

4 Operational improvements

- Open the Kitchen door to allow better flow of food service.



External Refurbishment



Signage and external works

- Full external re-decoration and signage.
- Introduction of a strong premium roadside presence.
- Adding a wow factor to the externals to signify premiumisation.
- Revitalization of external beer garden.
- Provision of new furniture and fixtures (F&F).
- Currently a severely underutilized space.
- Additional festoon lighting to external area.





STAR
PUBS & BARS

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

The Plough Inn, 154 Bridgnorth Road, Wollaston, DY8 3PD