



● OLD CHEQUERS, GADDESSEN ROW, HEMEL HEMPSTEAD, HP2 6HH ●

ABOUT THE OPPORTUNITY



WHY INVEST?

Exciting refurbishment planned!

We are planning a full £338,000 refurbishment that touches every part of the Old Chequers. We will be redecorating every inch of the interior of the pub as well as making major improvements to the kitchen and toilets. This will develop a fantastic site with great appeal to the key demographics of the area.

The pub will benefit from new signage and new paint. We will also be upgrading the beer garden and side patio. We will also add new festoon lighting and feature lighting in the trees.

Beautiful countryside location

The Old Chequers is based in Gaddensen Row, Hemel Hempstead. The pub itself is located in small hamlet just outside Hemel Hempstead and is surrounded by beautiful countryside. This is a well populated area, with 293,000 adults living within a 20-minute drive time of the pub, and consists mainly of high affluence bands. The pub has limited competition, with only two direct competitors, but the pubs all new look and offer make the Old Chequers stand out.

Tap into this pub's potential!

The Old Chequers has the potential to be the go-to destination, with it's new food offer and complete refurbishment. The beer garden and patio, will be a major draw for locals and those travelling from slightly further afield. A great range of drinks and a varied, quality food offer will appeal to a positive and ambitious operator who is experienced in the pub trade and knows what it takes to run a great pub with great food.

SO, COULD THAT BE YOU?

ABOUT THE OPPORTUNITY



TARGET CUSTOMERS

When refurbished, The Old Chequers will appeal to a very broad spectrum of customers, including:

- Local Residents
- Friends & Colleagues

OFFER

When refurbished, The Old Chequers will offer:

- A quality drinks range including premium & favourite beers, spirits, wines, no & low & soft drinks
- A varied food menu offering local produce
- Occasional live entertainment. Wine tastings-Gin Tastings. Food & Drink pairings. Cask ale events.

INTERNAL MOODBOARD



INTERNAL MOODBOARD

The Old Chequers, Gaddesdon



NEW FLOOR TILE TO LADIES



NEW RUSTIC MIRROR TO VANITY



WALLPAPER TO LADIES



WALL PAINT



EXISTING VANITY

EXTERNAL MOODBOARD

The Old Chequers, Gaddesdon



WALL HUNG PLANTERS



FESTOON LIGHTING



PENDANT TO HUT



NEW STONE SLABS



UPLIGHTERS

RENDERED FLOORPLAN



FLOOR PLANS & FINISHES

1

BAR AREAS

- Strip, stain & repolish existing bar counter top retaining light, mat finish & reclad front in rustic timbers.
- New quality backfitting with new top to be provided complete with feature tile sections, mirror, lighting & shelving.
- To have a mix of various furniture and large armchairs within.
- New roman blinds within.
- Investigate working fire
- Retain existing features, panelling etc and carry out complete decorations
- Retain section of tiled flooring and rest to be new tile/ timber
- Introduce new section of poseur height fixed seating
- Refurb existing loose furniture & provide new where shown.
- Reuse existing bric a brac where relevant & provide new to suit
- Carry out complete decorations internally and externally.

2

LADIES & GENTS TOILETS

- Retain all existing sanitaryware
- Retain and clean existing flooring
- Allow for full paint decorations including ceilings
- Allow for repairs where necessary



FLOOR PLANS & FINISHES

3

KITCHEN

- Catering supplier to provide scheme.
- Acid clean all wall tiles & ensure secure to wall.
- Retain walk in fridge freezer, repair & clean.
- Allow for all electrical & mechanical services.
- Allow for decorations.
- New Altro flooring.

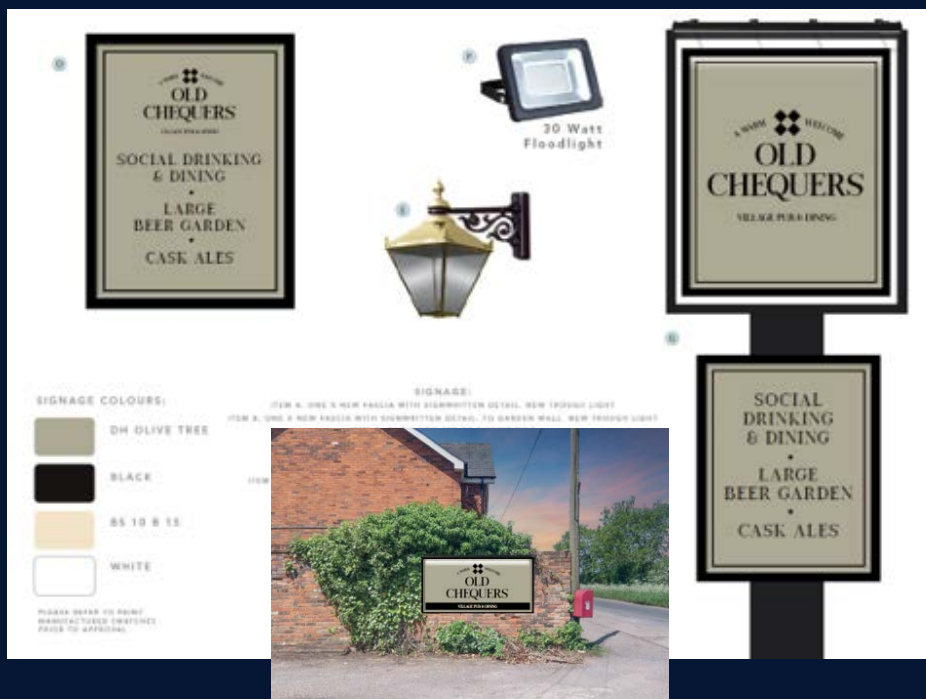
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LADIES & GENTS TOILETS

- Clean & regrout wall tiles to gents.
- Retain stone flooring to both ladies and gents toilets
- Provide decorative wallpaper to Ladies above tiles.
- Retain cubicles & provide new ironmongery & decorate.
- Full decorations.
- Ensure mechanical ventilation.
- Retain vanity units and refurb



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

- Full decorations to building
- Full new signage & lighting scheme supplied by specialist.
- Jet wash carpark & white line.
- Service oil tank, check filters etc. Provide fencing & gates around.
- Remove planting boxes to first floor windows & make good if needed.
- Look to provide twinkle lights to trees - tbc when all cut down / tidied.
- Cut, tidy & treat only.
- Make good planters to side.
- Remove play kit & make good area.
- Retain fence & re-stain.
- Provide festoon lighting.
- Make good railway sleepers to rear.
- Stain fence to rear & beer garden perimeter.
- Provide feature lighting to trees if possible
- Tidy, sweep shingle



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**