



● THE CROSS KEYS, 24 OATEN HILL, CANTERBURY, CT1 3HZ ●

ABOUT THE OPPORTUNITY



WHY INVEST?

Fantastic Refurbishment Planned

The Cross Keys will benefit from a full internal redecoration. We'll be installing a new raised trading area to create more usable trading space throughout, adding bespoke fixed seating, reviving the bar counter with new back fittings and adding new lighting throughout whilst renovating the existing timber flooring.

Externally, we'll be redecorating and adding new signage and lights to the front of the building to drive curb appeal to passing trade. The rear beer garden will see a huge improvement with the addition of new planters, pergolas, decking and festoon lighting. The Cross Keys will be the go to premium local in the area, an inviting and comfortable place for a drink with friends and a fun night out.

Busy Location – Great Demographics

The Cross Keys is located just outside of the old city walls in Canterbury. Canterbury is well known for its vibrant culture with a bustling tourism trade and student population. There are great demographics around the pub, with over 6,800 adults within a 10 minute walk – expanding to 21,000 in a 20 minute walk.

Golden Potential

A high footfall area combined with the investment in the trade kitchen, refurbishment to internals and externals and a great modern garden space ensures the Cross Keys will be a golden opportunity for an operator who can utilise a strong rhythm of the week offer to drive traded. The eclectic and quirky finishes with flexible zoning and a comfortable atmosphere along with the 67 internal covers and 100 external covers will ensure the pub stands out from it's competition. All we need is the right operator for the job!

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:

- Students
- Office Workers
- Couples and groups of friends
- Sports fans through a strong cricket match day trade

OFFER

When refurbished, the Cross Keys will offer:

- A premium drinks range, from Amstel to Beavertown Gamma Ray
- Traditional pub food, with a quirky twist
- Entertainment through weekly sport, quiz nights, themed evening and student events
- A coffee offer

INTERNAL MOODBOARD



LOWER SNUG



BAR - STANDING/GATHERING



BAR LOUNGE / BAR SNUG



CROSS KEYS CANTERBURY - PUB

EXTERNAL MOODBOARD



COVERED TIMBER
PERGOLA STRUCTURE



GRAVEL AREAS



BENCHES / LOOSE SEATING



PLANTING POTS / TROUGHS



DECKING AREAS



CROSS KEYS CANTERBURY GARDEN

RENDERED FLOOR PLAN



FLOOR PLANS & FINISHES

1

TRADING AREAS

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

- Full internal redecoration to trade public areas.
- Provide raised floor section, and widen door to garden
- New lighting positions and fixtures
- Retain the existing bar counters, re-varnish customer facings.
- New upper & lower backfitting including coffee station
- New drinks shelves
- Wall panelling to snug
- Sand and stain retained timber floor, new bar vinyl, new bar walk tiles
- Feature Fireplaces
- New sections of fixed seating & drinks shelves
- Create new raised area with new carpet and wall lights
- General repairs in line with Spend 2 Let

2

KITCHEN, CELLAR & OTHER

Works will include:

- Form new kitchen, including flooring, cabinets, white goods
- Replace vinyl floor
- General clean and minor decs
- Electrical & Gas repairs to align to equipment renewals
- Strip out existing equipment
- Overhaul cellar cooling
- New ventilation system
- Replace flooring, new sanitaryware, clear out rubbish, decorations
- Overhaul fire doors to comply.

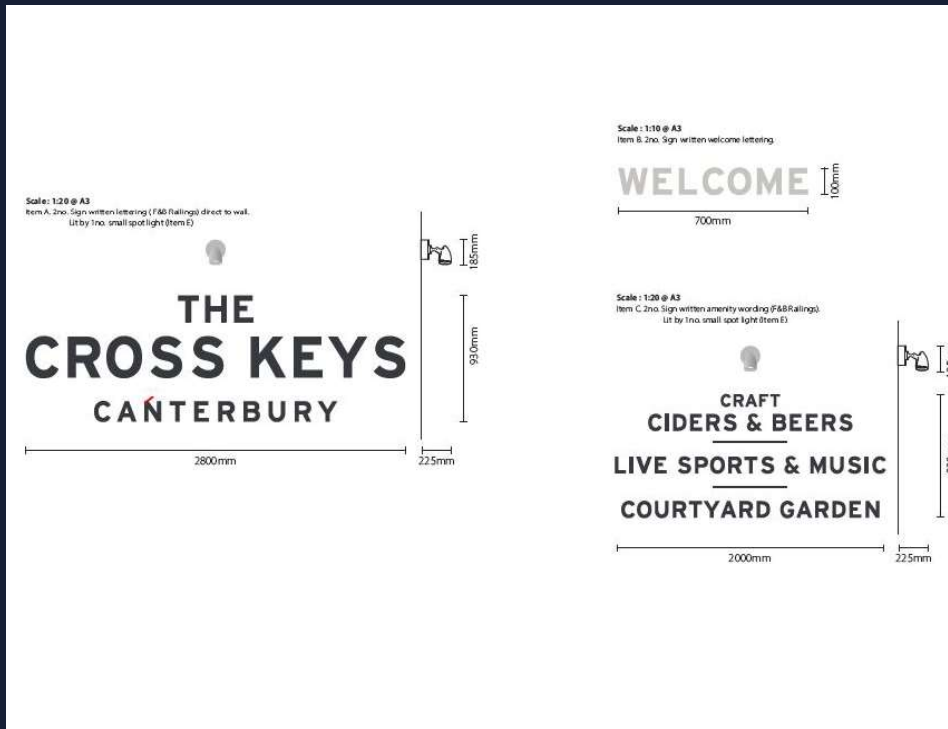


EXTERNAL REFURBISHMENT

SIGNAGE AND EXTERNAL AREA

Works will include:

- External repairs prior to redecoration
- External redecoration of main pub building to include previously painted surfaces only.
- New signs and lights to current design and subject to planning approval.
- New planters, New Pergolas with polycarbonate roof, new deck-ing with festoon lighting
- Minor repairs to existing polycarbonate roof and lead roof;
- Dewed areas, new gravel at lower end





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**

