



# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Transformational Refurbishment Planned!

A fabulous refurbishment will transform the Whitestonecliffe Inn into a great destination food pub. Inside, the pub will be redecorated throughout each trading area with contemporary finishes; full overhaul of all the trade areas, locals bar, bar dining room, lounge dining and toilets with the kitchen fitted out to a high specification.

Six self-contained holiday apartments providing kitchen diners, sitting room and bedroom accommodation will be fully refitted and redecorated (offering 5 family suites and 1 double apartment). The external of the Inn/apartments will also be redecorated with new signage and lighting to the frontage. We will also redecorate the living accommodation above the Inn. The rear beer garden will feature new furniture sets, gazebo, festoon lighting, with improved planting and re-gravelled top surface. A new front terrace will be created with box hedges, loose benches and furniture sets with topiary trees each side of the main entrance.

### Picturesque Location

The Whitestonecliffe Inn is located at the foot of the North York Moors National Park in the village of Sutton-under-Whitestonecliffe. Arguably one of the most beautiful in the county offering heather clad moorland, through to rustic coastlands, providing acres of exploration and the great stargazing opportunities. There are 208 adults within 20 minutes walking distance but this excludes the tourist visitors to the area looking for a great drive-to-destination and those staying on site in the six holiday lodges.

### Untapped potential

A historic 17th Century Inn brought back to modern standards. Offering six self-contained holiday apartments for the weary visitor and leading the local market with a good-sized car park, fantastic alfresco terraces and transformed country inn - premium drinks and quality chef made food enjoyed by all, creating a great ambience. Inside, 89 covers (locals bar 20, bar dining 42, lounge dining 27 covers) with 54 external covers (20 front terrace 34 rear garden/terrace).

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## TARGET CUSTOMERS

When refurbished, the Whitestonecliffe Inn will appeal to:

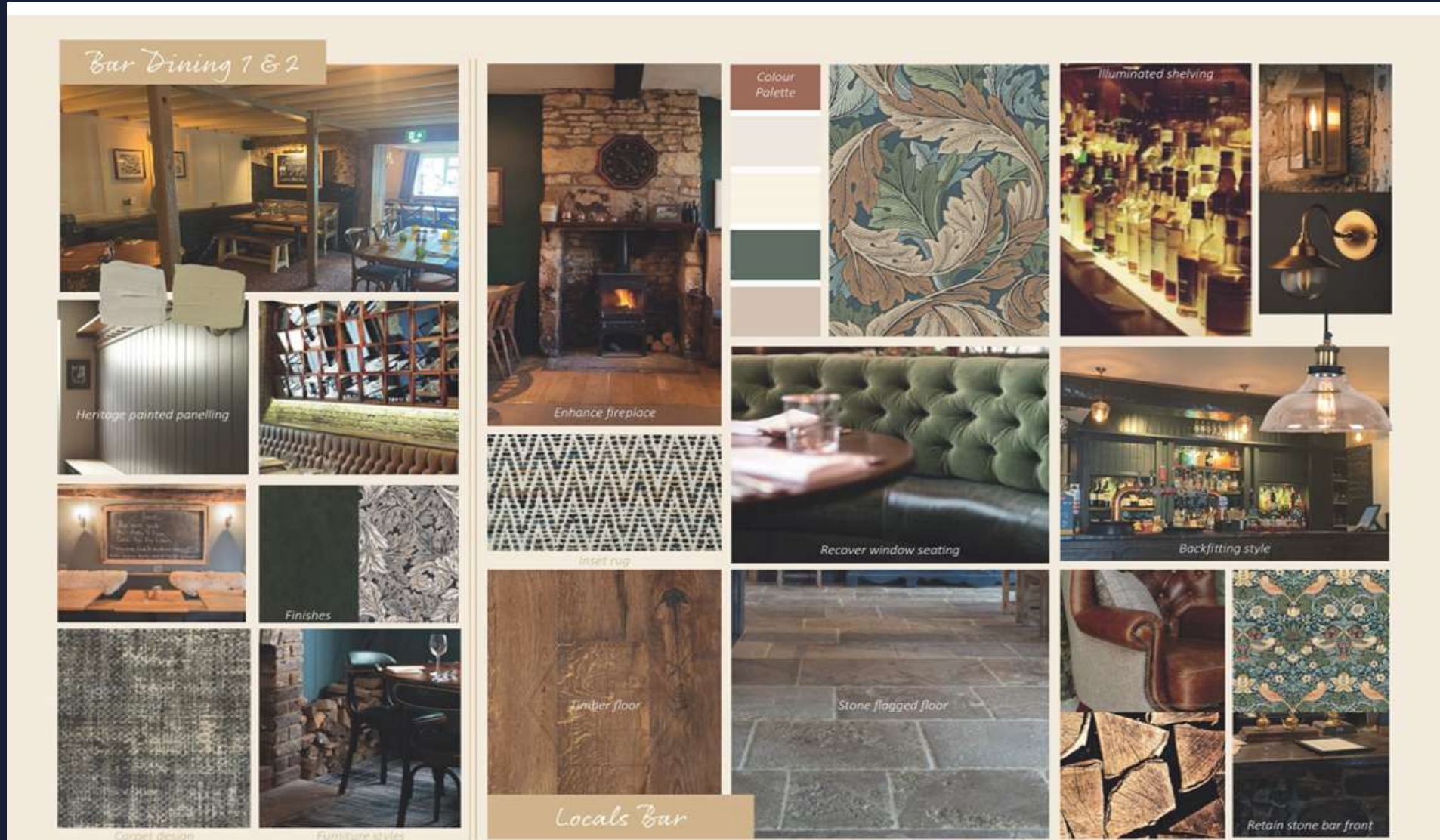
- Food lovers looking for a quality meal as part of weekly tradition or a special occasion
- Tourists visiting the stunning surroundings looking for a bite to eat, a refreshing drink or a comfortable room for the evening
- Nearby residents who can be proud to call the Whitestonecliffe Inn their local

## OFFER

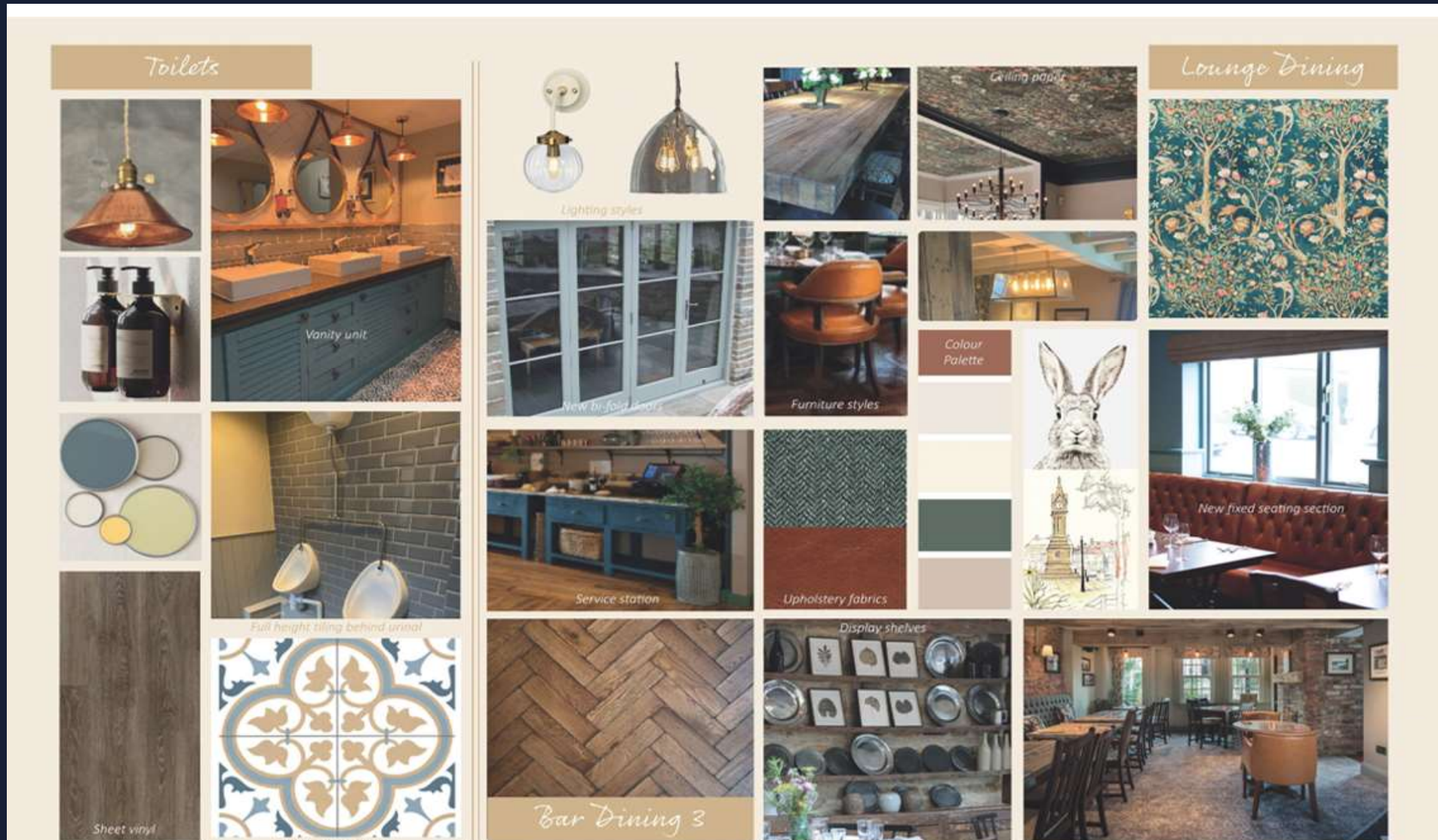
These customers will enjoy a fantastic offer driven by a quality operator, including:

- High mix of premium drinks across all categories with focus on a great range of premium lager with good cask ale.
- A great locally sourced, crowd-pleasing, chef prepared food offer.
- A great coffee and cake offer anytime of the day to early evening.
- A good rhythm of the week to entertain the locals and tourist visitor alike. Occasional acoustic sets given the food and drinks on offer will be the main attraction.

# INTERNAL MOODBOARD - BAR & DINING

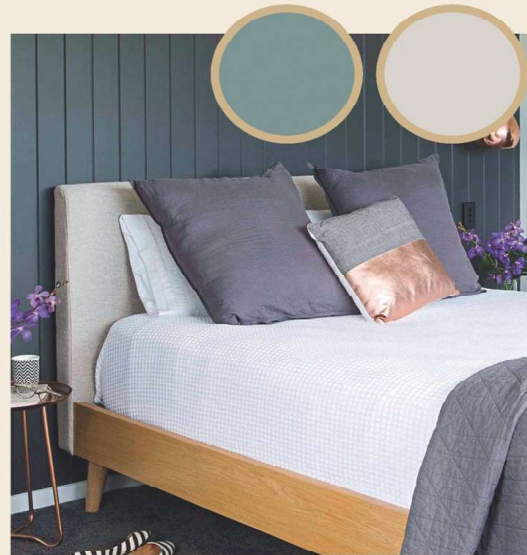


# INTERNAL MOODBOARD - TOILETS & LOUNGE DINING



# INTERNAL MOODBOARD - LETTING ROOMS

## Letting Bedrooms



Wallpaper



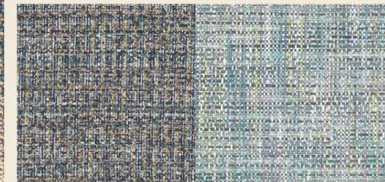
Bathroom design



Paneled headboard detail



Carpet design



Upholstery fabrics

# EXTERNAL MOODBOARD

*Externals*

7311  
WHITE  
STONE  
CLIFFE  
INN

THE  
WHITESTONECLIFFE  
INN

THE  
WHITE  
STONE  
CLIFFE  
INN

BUILDING COLOURS  
100 BROWNISH GREY  
100 BROWN WHITE

sr signs

Cladding & plant display

Herbals with trails & signs

Lavender planter boxes

Twinkly lights to facade





# PROPOSED WORKS

## ENTRANCE LOBBY

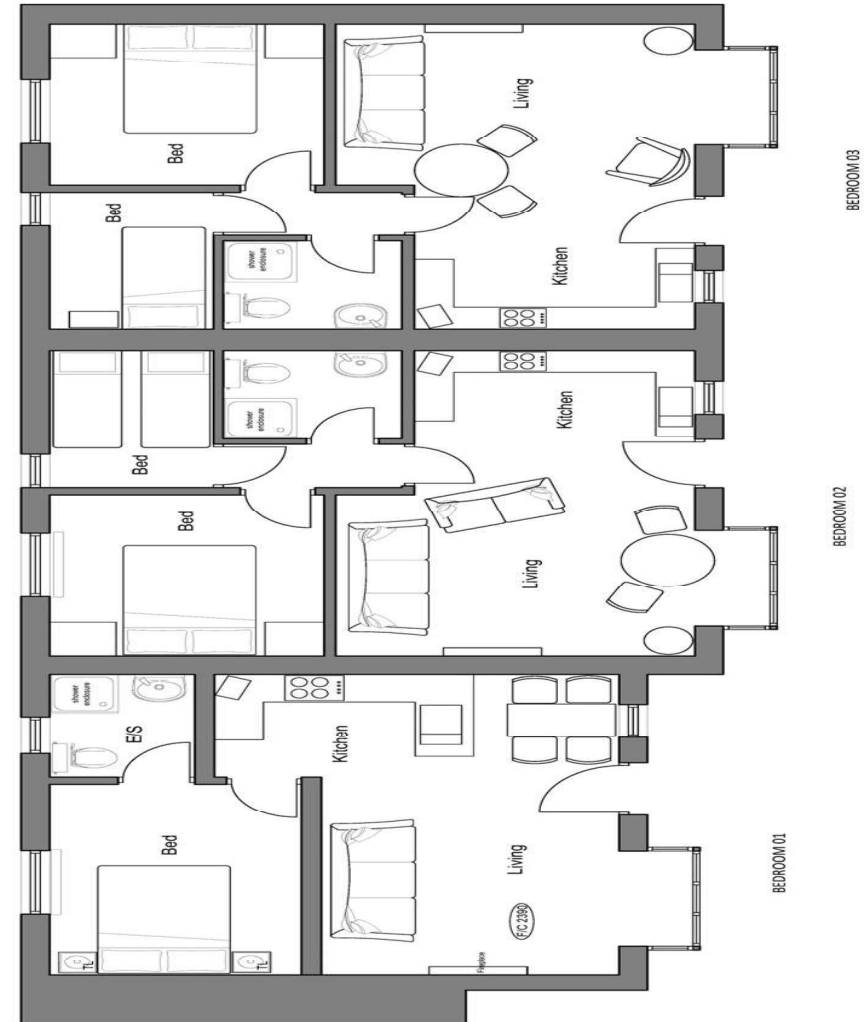
- New entrance matting and deep clean
- Full re decorations throughout
- New recessed down lights
- Allow for applied baton shaker style panelling to rear lobby fully painted, console table & table lamp

## BAR DINING 1

- Replace all light fittings throughout
- Recover existing fixed seating
- Repair, recover / re-paint loose furniture, replace where necessary and add new loose where required
- Enhance existing Bric a Brac with new
- Full re decorations throughout
- New carpet

## BAR DINING 2

- Replace all light fittings throughout
- Refurbish loose furniture and allow for some new
- Replace scatter cushions and chair cushions throughout
- Enhance existing Bric a Brac with new
- Full re decorations throughout
- New stone flag flooring
- Recover existing fixed seating



# PROPOSED WORKS

## BAR DINING 3

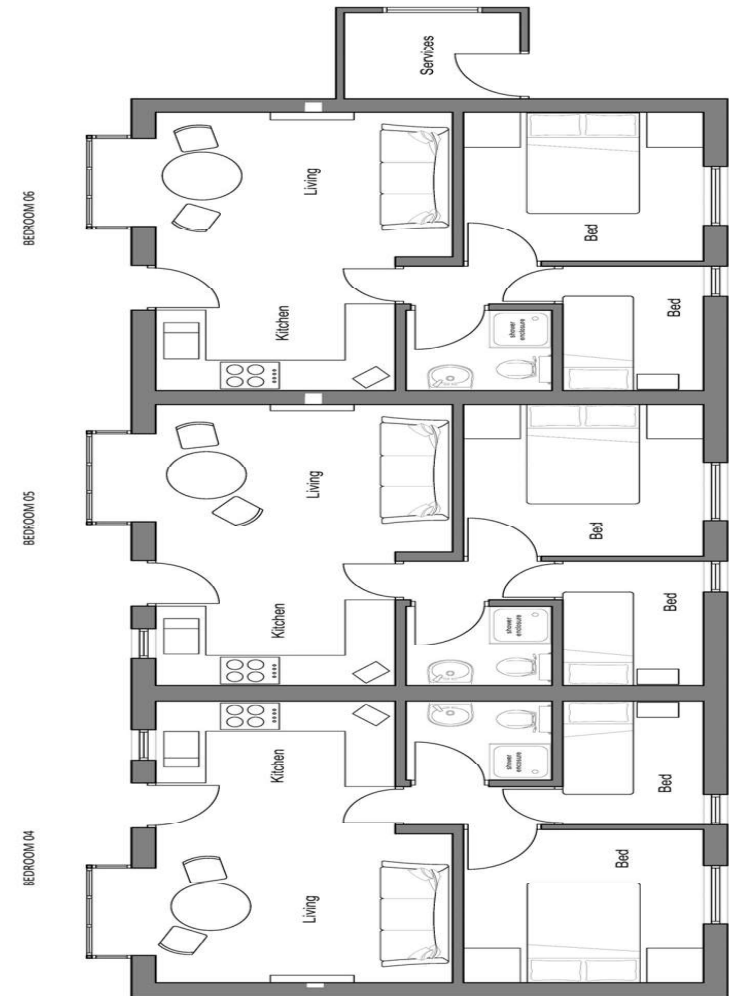
- Replace all light fittings throughout
- Refurbish loose furniture and allow for some new
- Replace scatter cushions and chair cushions throughout
- Enhance existing Bric a Brac with new
- Full re decorations throughout
- New herringbone timber floor
- Recover existing fixed seating
- Retain existing waiter station and add coffee station with power & water
- Add new waiter station with mesh screen behind

## LOCALS BAR

- Replace all light fittings throughout
- Re-foam and re-cover existing window seating
- Refurbish loose furniture and allow for some new
- Replace scatter cushions and chair cushions throughout
- Enhance existing Bric a Brac with new
- Full re decorations throughout
- New timber floor boards
- Relocate existing settle to Bar Dining 3 room

## LOUNGE DINING

- Add dummy chimney breast with inset electric stove, allow for panelling to alcoves
- Remove window and add new bi-fold doors to open out to the garden
- New full length section of dining height seating to end wall with wallpaper above
- New carpet throughout
- Full redecoration throughout
- Enhance existing Bric a Brac with new
- Repair, recover / re paint loose furniture, replace where necessary and add new loose where required
- Replace all light fittings throughout



# PROPOSED WORKS

## BAR SERVERY

- Enhance back bar, add new back fitting with new double cooler
- Retain existing glass wash & service
- Replace under bar shelving with new
- Strip and re-polish bar tops and repaint bar front
- New copper smart dispense fonts to bar front
- New lighting to back bar & over bar pendant

## KITCHEN

- New catering equipment
- Full refurbishment and decorations throughout
- Replace floor covering with safety vinyl

## CELLAR

- Cellar steps to be faced with Fibregrid Slipgrid heavy duty tread covers or similar
- Add smart dispense

## TOILETS, LOBBIES & CORRIDOR

To Ladies & Gents:

- New floor tiles & dado height wall tiles
- Retain all existing sanitary ware, overhaul, deep clean, and re mastic
- Full decorations throughout
- New small vanity unit with vessel sink and water saving taps to ladies.

## LETTING ROOMS

Letting Rooms 1,2,3,6

- Carry out insurance repair works following plumbing leak damage
- New ceilings, insulation, electronics, decorations, floor finishes etc
- Replace damaged case goods/ furniture

Letting Rooms 4,5

- Carry out capex refurbishment works
- Full decorations including feature wallcovering a
- Refurbish all case good
- Carry out repairs to bathroom/ sanitary ware
- Clean all floor finishes



# EXTERNAL REFURBISHMENT



## SIGNAGE AND EXTERNAL AREA

Works will include:


- New signage scheme & lighting
- Improve external lighting to front elevation
- Full redecoration of building
- Cut back overhanging branches and climbing plants, de-weed all areas and paths.
- Re top gravel area
- Fill existing log store with cut logs
- Make good of opening once new bi fold doors installed
- Install festoon lighting to underside of gazebo
- New loose benches & teak furniture sets
- New timber planters with post and rope barrier between, generally add potted plants to dress area
- Add perimeter box hedge planters to terrace boundary with spike lights
- New loose benches & teak furniture sets
- Add gravel bed to left hand side of entrance
- Add topiary trees in pots to either side of entrance door



## 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)