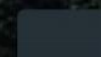




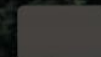
WHITE
TOP RENDER



DH BATHSTONE BEIGE
LOWER RENDER



F&B HAGUE BLUE
PLINTH, CILLS, DOORS



DH MUD LARK
SPORTS BAR ENTRANCE

About the Opportunity



Why Invest?

Transformational Refurbishment Planned!

The Pheasant will undergo a complete overhaul of the internal trade area, fully redecorating the bar so that it retains the current 'nod' to Sheffield Wednesday, but feels like a quality local pub to enjoy a pint in. The other side of the pub is getting a more transformational upgrade including booth seating, a dedicated sports zone, and links to Sheffield's Music and Industrial Heritage throughout. It really will look superb once it is completed and we are really excited to bring this scheme to life.

Fantastic location

The Pheasant is located in close proximity to Hillsborough Football Stadium on the Northwest outskirts of Sheffield City Centre. It is really close to Hillsborough Football Club, which is home to Sheffield Wednesday, a large traditional style club that seats just under 40,000 people. In addition, the pub benefits from being one of just 3 pubs within a 10-minute walk time of over 4,000 adults.

More than a Great Football Pub

The potential of the Pheasant Inn lies in managing a busy footfall on match days, but more than that, the next operator should tap into the pubs potential to build on the local trade with a calendar of events throughout the week too! More than a great sports pub, the Pheasant should be a real heart of the local community.

About the Opportunity



Target Customers

When refurbished, the Pheasant will appeal to:

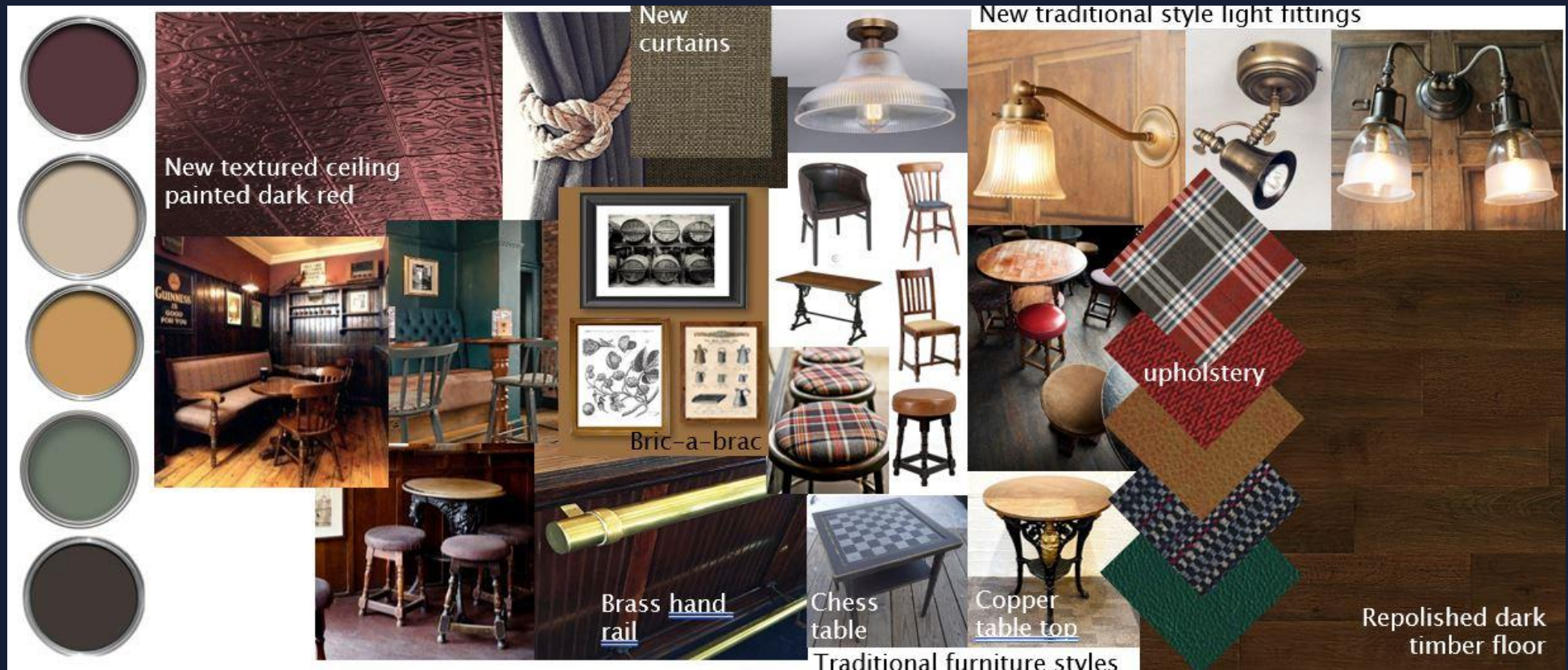
- Football fans
- The local community
- Those looking to enjoy pub games like darts, pool, or foosball.

Offer

When refurbished, the Pheasant will offer:

- A great range of draught lagers & ciders
- Hand-pulled cask ales.
- A full range of wines & spirits from entry-level to more premium offerings

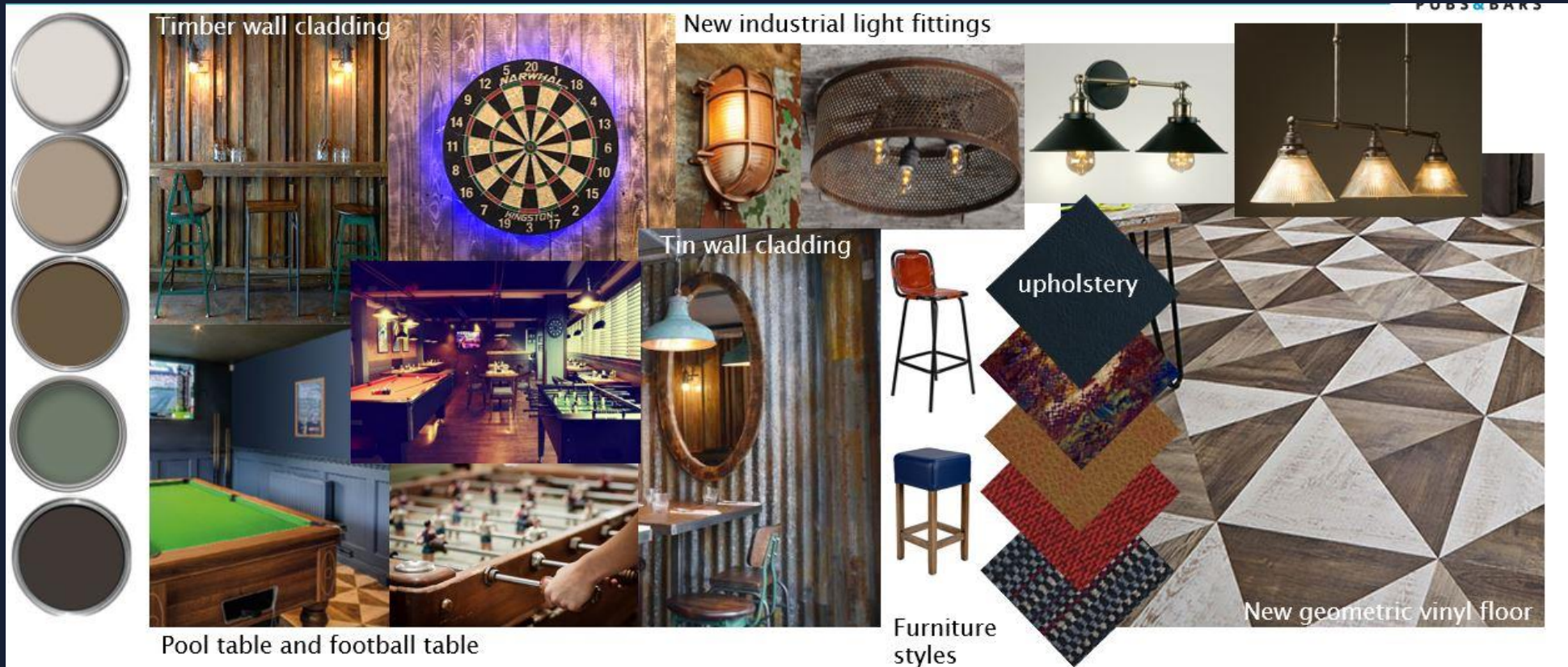
Internal Mood Board



Internal Mood Board



Internal Mood Board



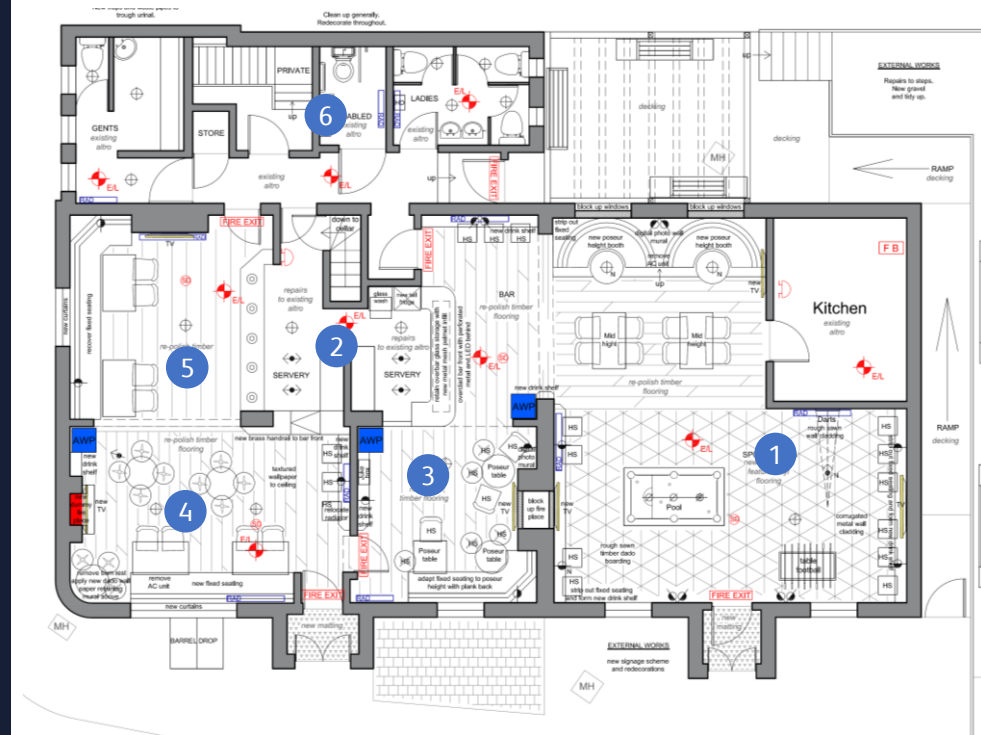
Floor Plans & Finishes

1 Sports Area

- Reposition pool table, new darts board and table football.
- New joinery for drink shelves.
- New geometric vinyl flooring.
- New corrugated metal and rough sawn timber wall cladding.
- New TV position
- New high stools, lighting and decorations throughout trade area.

2 Bar

- New drink shelf.
- New round poseur booth seating on a step.
- New TV position.
- Block up windows and apply digital photo wall mural.
- Install tall fridge and relocate glass wash.
- Repairs to existing alto.
- Retain overbar with new metal mesh pelmet infill.
- Repolish timber flooring.
- New poseur hight and mid height furniture, update lighting and redecorate throughout trade area.
- New AWP position and drink shelf.



External Refurbishment



Signage and external area

Works will include:

- New signage scheme
- Redecorations



BUILDING
COLOURS:

PLEASE REFER
TO PAINT
MANUFACTURER
SWATCHES PRIOR
TO APPROVAL



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.

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Or visit

 www.starpubs.co.uk