



# About the Opportunity



## Why Invest?

### Substantial investment to create exceptional new business

Following a full refurbishment inside and out, The Pickburn Arms will be transformed into fantastic pub with great food.

Major investment will create a fabulous destination country pub that will also cater to the local population. There will be multiple zoned areas which will all undergo refurbishment, the bar will be remodelled and the kitchen will be improved to cater for the large number of covers (144 internally).

In addition a fantastic external area will be created, adding another 90 covers for alfresco eating/drinking.

### Excellent location

The pub benefits from several new housing developments in the local area. There are also a further 53,000 adults within a 10-minute drive, and almost 350,000 live in a 20-minute drive. A number of local tourist attractions provide a boost to passing trade.

### Huge potential

The transformed Pickburn Arms will feature a large car park, fantastic beer terraces and a great atmosphere, which will be matched by a quality food and drinks offer. The pub will attract a lot of the local wet trade, given that it is just a short walk from nearby housing developments, and it will also be a go-to destination for food. We would like to see you bring your own ideas and flair to make the most of this great opportunity.



# About the Opportunity



## Target Customers

The stunning new look at The Plough will attract a broad demographic.

- All customer groups, with various zones created throughout.
- Tourists, local retirees and stay-at-home parents during the daytime, with larger groups, families and couples the target on evenings and weekends.

## Offer

The Plough has the potential to be THE destination bar in Hereford.

- Great draught lagers, beers and ciders
- Soft drinks, a good selection of wines and spirits and an extensive selection of No and Low given its drive to location
- Classic pub food menu, including a great carvery
- Coffees
- Occasional events during summer

# Internal Moodboards



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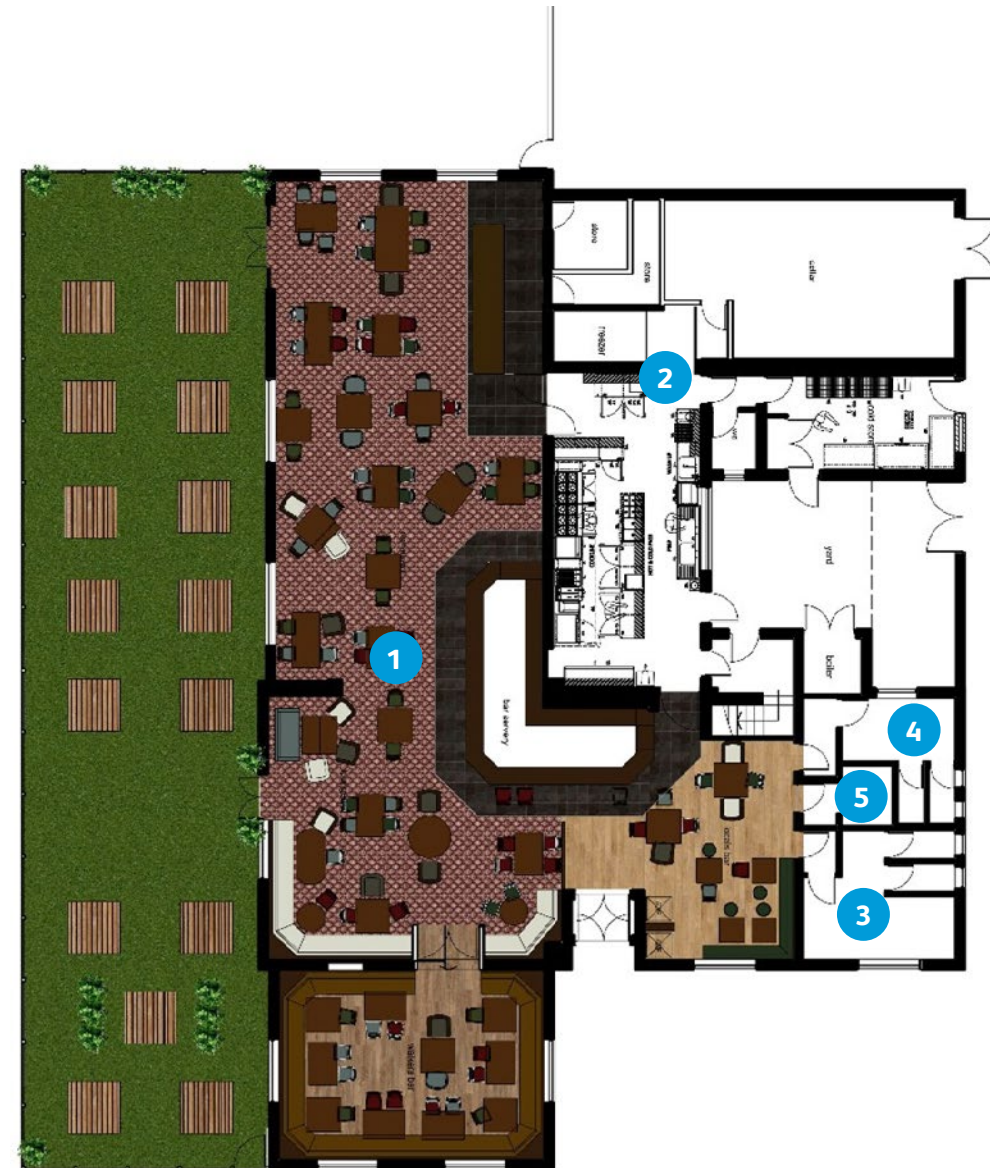
# Floorplans & Finishes

## 1 Internal Trading Area

- Carry out decoration to all walls, ceilings and timberwork
- Provide decoration to bar counter and add bottle coolers
- Contract clean all carpets and loose and fixed furniture
- Retain existing light fittings and relamp and add where required
- Provide new Altro floor to bar area
- Provide new Altro floor to carvery area
- Carry out plaster repairs, joinery repairs before decoration works.
- Remove electric fire and cap off fireplace area
- Clean all curtains and re-position as existing
- Provide new bum rest and wall lights to locals bar area
- Reuse and add to theming to walls

## 2 Kitchen & Cellar

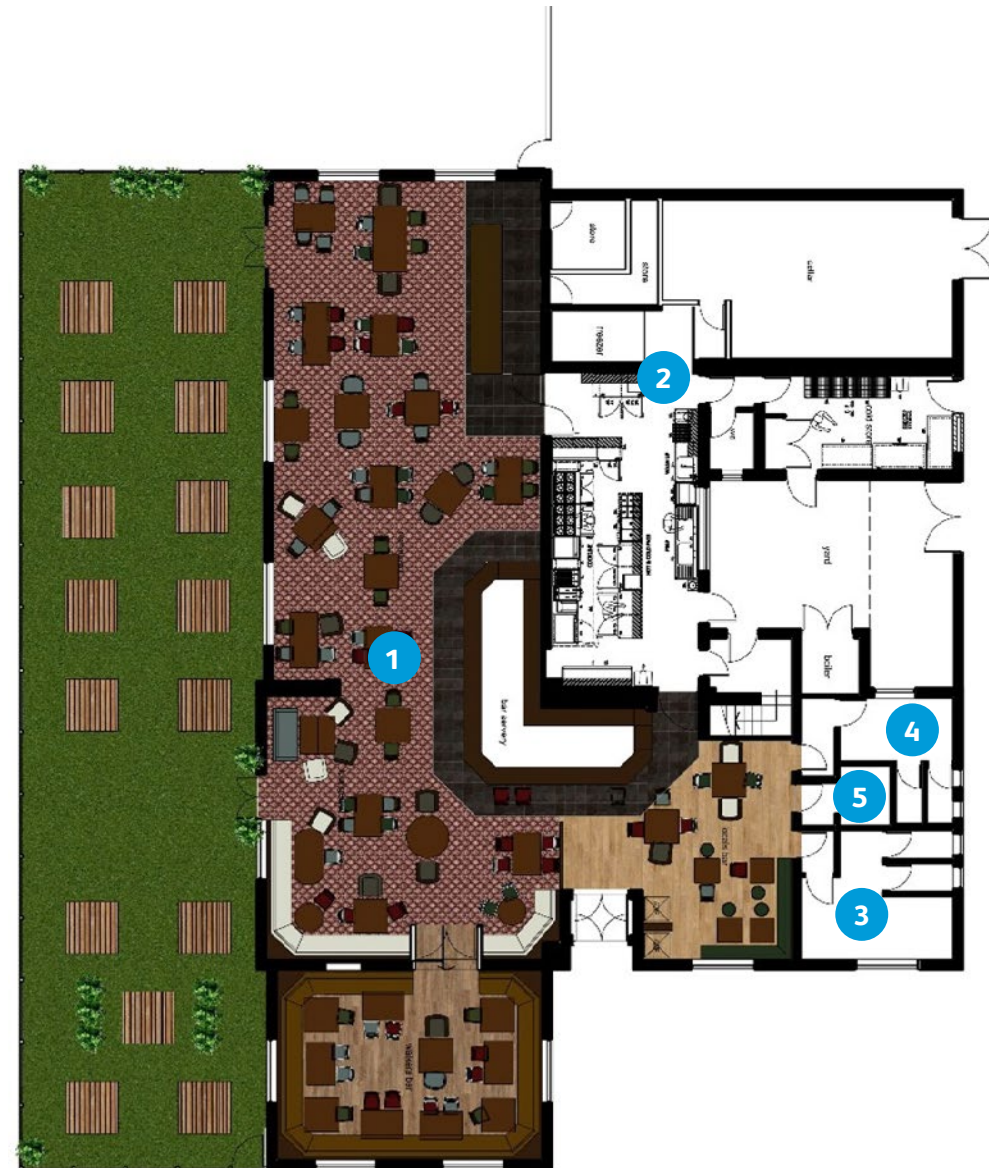
- New kitchen scheme with kitchen kit by specialist
- New Altro non slip floor
- Decorate all walls ceilings and timberwork
- Carry out FD30 fire door works as per FRA
- New smart dispense fitted, decorate floor, service cellar cooling



# Floorplans & Finishes

## 6 First Floor

- New meeting space with all relevant services
- New full height digital wallpaper and redecorate all previously painted surfaces
- Data points and sockets in concealed floor boxes in meeting space
- TV for meeting space
- New carpet
- New door with vision panel
- Knock through to kitchen and fit new worktops and cupboards
- Re-route top three steps on staircase and fit stud wall to section of domestic with meeting space
- New flooring and decorations for Domestic
- Decorate Bathroom, fit new shower and retain existing wall tiles
- Box in boiler
- New Kitchen, lounge, diner for LHS of meeting space. New kitchen to be fitted with all relevant services and white goods as per JAT scheme
- New fire strategy and electrical upgrade due to new layout requirements



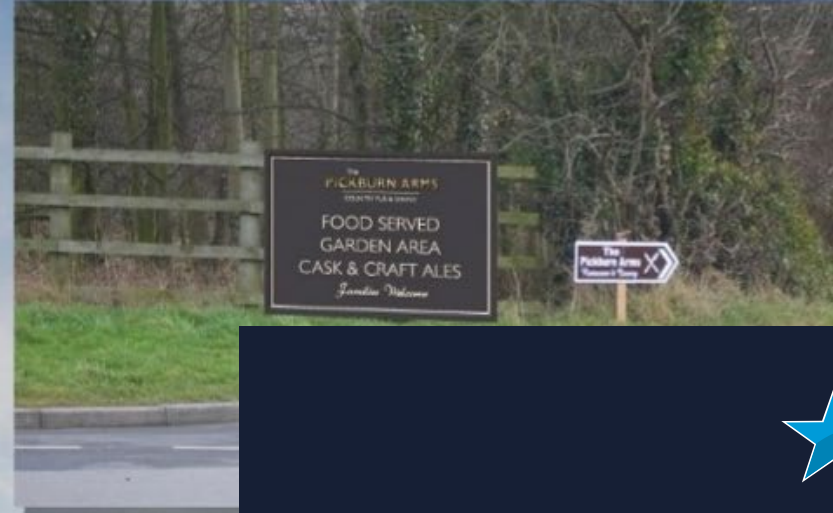
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## External Area

- Complete external repairs prior to redecoration. Carry out complete external repairs
- Provide new boundary fencing to car park
- New signage and lighting scheme
- Re-tarmac car park and white line
- Returf areas of garden and provide knee rail fence to agreed position.
- Allow for copping stone repairs and wall as identified.
- Tidy up of external areas to full perimeter of site.





## 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)**

