



# ABOUT THE OPPORTUNITY



## WHY INVEST?

### Major refurbishment planned!

We are planning a full £199,000 refurbishment that touches every part of the Pepper's Ghost (with a proposed name change to the Prince of Wales). We will be redecorating the entire interior of the pub. 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, with new festoon lighting, furniture and planters to enhance the pubs offer during the warmer months.

### Fantastic location

The Prince of Wales is based in Leyton, East London. The pub is very central with extensive transport links surrounding it. There are 16,000 adults living around the pub, with medium to high demographics. The pub has limited competition, with only one direct competitor, but the pubs all new look and feel make the Prince of Wales stand out.

### Tap into this pub's potential!

The Prince of Wales has the potential to be the go-to Premium Local with its new name and internal and external refurbishment. The beer garden, particularly in summer, will be a major draw for customers and locals. A great range of drinks and a strong menu with pub classic 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.

## SO, COULD THAT BE YOU?

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## TARGET CUSTOMERS

When refurbished, The Prince of Wales will appeal to a very broad spectrum of customers, including:

- Local Residents
- Friends & Colleagues
- Sports fans

## OFFER

When refurbished, The Prince of Wales will offer:

- A quality drinks range including premium & favourite beers, spirits, wines, no & low & soft drinks
- A food menu offering pub classics
- Televised sports and rhythm of the week entertainment



# INTERNAL MOODBOARD



The Prince of Wales - Leyton

## EXTERNAL MOODBOARD



The Prince of Wales – Leyton / External Scheme

# RENDERED FLOORPLAN



# FLOOR PLANS & FINISHES

1

## INTERNAL TRADING AREAS

- Retain existing timber flooring, allow to strip and reseal
- New bar walk tiles - 900mm apron
- Works to back bar, to receive new tiled wall finish with mirror inserts
- New furniture throughout, with some existing pieces utilised
- New sections of fixed seating as indicated
- New lighting to existing points
- New bric a brac throughout
- New wallpaper / panelling / brick slips to walls as indicated
- Full decoration throughout

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





- New timber planters with mixed shrubbery to new external area
- Mix of new furniture and parasols as indicated
- New festoon lighting strung to fixed posts as indicated
- Allow for new close boarded fence line to create back of house/ yard/bin store area with double gates through to back of house





## 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)**