



ABOUT THE OPPORTUNITY



WHY INVEST?

Available on our Just Add Talent management agreement!

The Cherry Tree will be transformed into a premium community pub. Star Pubs & Bars investment will allow for a full refurbishment of the site, including a complete redecoration of the bar, toilets and upgrades to the kitchen to allow for the excellent Just Add Talent food offer to be delivered.

The external areas of the Cherry Tree will be enhanced with a complete redecoration. There will be new festoon lighting installed over the paved areas of the garden. The pub will benefit from new signage and lighting on the front of the pub too. These works will give the pub a much more premium feel and will enable the new licensee to offer a fantastic space throughout the year.

Beautiful town of Witham

The Cherry Tree is located in the highly sought-after town of Witham in Essex, and is just a 20 minute walk to the train station. The pub is also close to schools and residential housing. This is a very desirable location, with medium affluence bands and a lack of competition nearby.

A pub with bags of potential

If you're looking to run your own pub business, we'd love to hear what experience you can bring. The right operator for the Cherry Tree will have transferrable skills such as people management, good retail standards and know how to build a great customer base. You'll be able to execute a fantastic, pre-set food & drinks menu and deliver a fantastic experience for every customer, in a newly refurbished pub.

SO, COULD THAT BE YOU?

ABOUT THE OPPORTUNITY



TARGET CUSTOMERS

When refurbished, the Cherry Tree will appeal to a very broad spectrum of customers, including:

- A cross section of the local society from older customers looking for a quiet drink or value lunch, to families
- Visitors to the town centre from surrounding villages looking to enjoy the new outdoor space

OFFER

When refurbished, the Cherry Tree will offer:

- Good quality, favourite draught Lager, cask ales, a great wine menu and spirits and soft drinks.
- Traditional pub food classics - from the Just Add Talent menu
- A coffee offer to increase the daytime trade.
- Entertainment as part of the rhythm of the week such as live bands, live sport, pool & darts teams. As well as quizzes and theme nights.

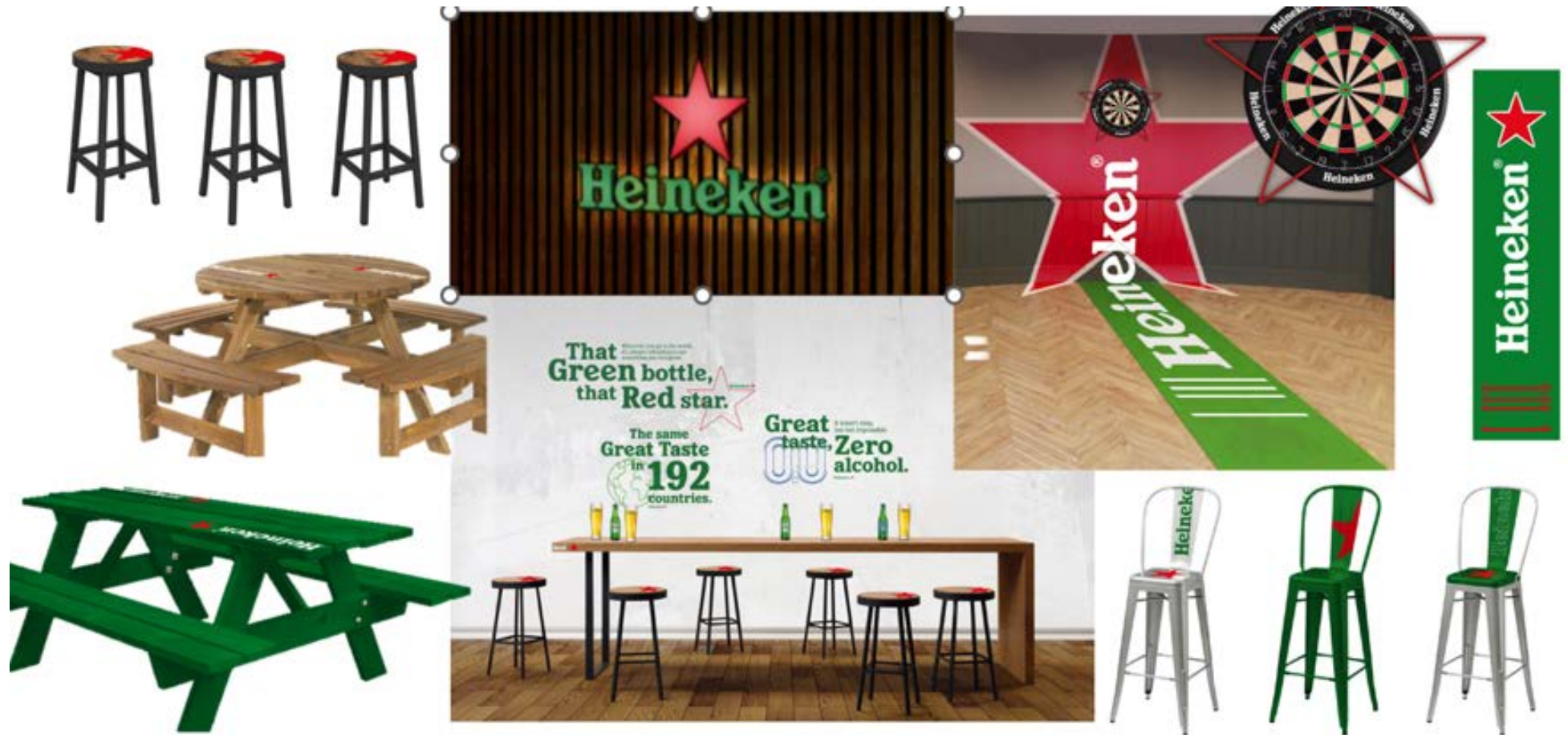
EXTERNAL MOODBOARD



MOODBOARD



MOODBOARD



FLOOR PLANS & FINISHES

1

BAR & DINING AREAS

Works will include:

- Touch up existing decs
- Retain all lighting and allow for 3no. shades to existing pendants over booths
- Retain majority of loose furniture of loose furniture and allow for part new
- Include for star first branded furniture to games area
- Retain majority of existing floors with nor works. Replace carpet and mar-moleum for new
- Fixed seating bases on all sections to be reupholstered
- Existing artwork to be put back including mirrors to toilets
- CCTV as existing system, screen to be relocated
- Existing TV's to be retained and put back.
- Deep clean existing carpets, slate bar apron
- Allow for chimney sweep

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TOILETS

Works will include:

- Re-decoration to vanity areas only.
- Existing vanity units to be retained and bases decorated.
- Retain lighting
- Ensure mechanical fans are in full working order.
- Existing flooring to be retained and deep cleaned.
- Retain all wall tiling
- Urinal pods to be retained, allow to acid clean and silicone
- New mirrors including 1no. full length



FLOOR PLANS & FINISHES

3

OFFICE

Works will include:

- Fit new fire doors to replace existing and new position at top of stairs.
Approx 6no. doors required
- New work top and JAT office equipment to be installed
- Allow for new safe

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TOILETS

Works will include:

- Counter tops to be stripped, sanded and stained
- 2no. tills to existing points, install by JAT team
- Retain all existing bottle coolers, glasswash and ice machine
- Glass wash repair call out to be allowed for
- Backfitting display/layout all to be as existing
- New coffee machine (small) push button to be provided by JAT team and installed
- CCTV screen inc media boxes to be located to be located back to office position at FF
- Smart dispense as existing

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KITCHEN

Works will include:

- Minor upgrade required, catering contractor to investigate and confirm
- Re-use existing equipment where possible
- Decorate previously painted surfaces only
- Retain wall and floor finish and allow for deep clean on completion
- Existing canopy to be retained.



EXTERNAL REFURBISHMENT



SIGNAGE AND EXTERNAL AREA

Works will include:

- Allow for new signage and lighting scheme
- Allow for complete decorations externally
- General cable tidy and clip to front where required.
- Fencing repairs to perimeter. Allow to reinstate tall fencing to housing estate boundary and repair panels.
- Retain all existing timber furniture.
- Car park to receive pothole repairs and white lining
- New post and festoon lighting
- New branded furniture
- General tidy to all areas and weed
- New bolted gate to rear entrance
- Allowance to check play equipment is safe
- Retain decking and allow to decorate
- Retain pergola and allow to prep and decorate with lighting to underside. Replace roof to rectangular pergola
- Existing flagstones to be swept and jet washed.
- General clear, weed and sweep.



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**

THE CHERRY TREE