



The Fish, Wixford, Alcester, B49 6DA

About the Opportunity



Why Invest?

Discover The Fish: A Prime Pub Opportunity in Wixford

An enchanting pub opportunity nestled in the heart of Wixford, a picturesque village just outside Stratford-upon-Avon. Graced by the scenic River Arrow and in close proximity to the esteemed Ragley Hall and Gardens, drawing over 200,000 annual visitors, this pub is more than a business venture – it's a strategic investment in a prime location. Paired with the allure of the surroundings, The Fish offers not only a thriving business prospect but also a cosy 2-bedroom private accommodation.

Countryside Elegance: Social Hub & Investment Opportunity

Surrounded by an agricultural landscape, The Fish stands out as a social hub for an affluent demographic aged 45 and above. With 174 potential patrons within a 10-minute walk and an impressive 451 within 20 minutes, the pub presents a unique opportunity to tap into a community that appreciates quality and leisure. The Fish distinguishes itself by blending traditional charm with a commitment to ongoing investment.

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Target Customers

When refurbished, the Fish will appeal to:

Local Residents and Food Enthusiasts::

- Approximately 160,000 people within a 20-minute drive radius who appreciate the pub's history as a destination food outlet.

Outdoor and Social Enthusiasts:

- Locals and groups drawn to the beautiful riverside setting for sunny garden drinks in extensive grounds, catering to outdoor and social experiences.

Cosy Atmosphere Seekers:

- Customers looking for a warm and cosy environment in winter, intrigued by the pub's great history and tradition.

Family-Friendly Visitors and Event Attendees:

- Families seeking a welcoming environment and individuals attending events or gatherings, taking advantage of the pub's extensive grounds for various functions.

Internal Mood Board

The Fish, Wixford



Internal Mood Board

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wallpaper above existing tiling in ladies



retain existing ladies
toilets and enhance

new sanitaryware with green metro tiling to walls



wallpaper to cubicle ceilings



new double basin
and vanity to ladies

new herringbone vinyl timber
flooring



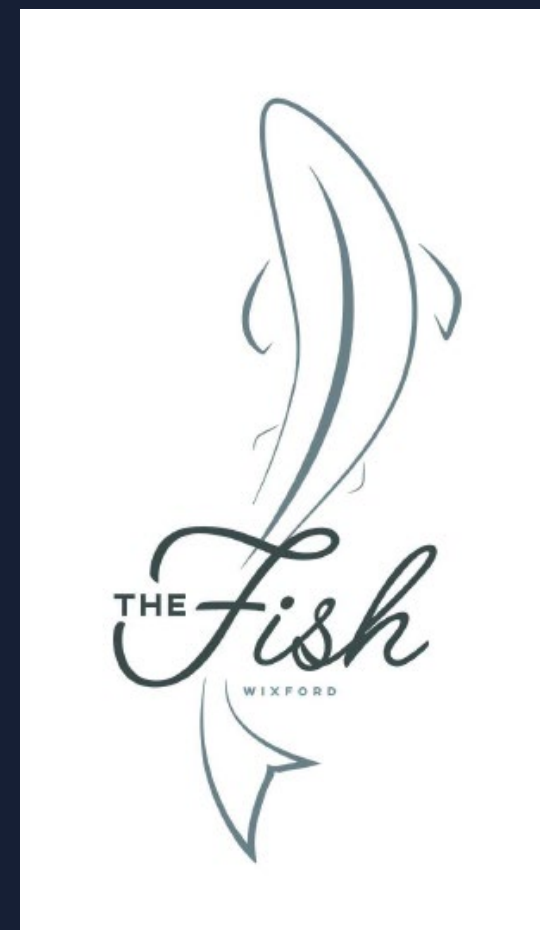
applied mouldings
to toilet doors



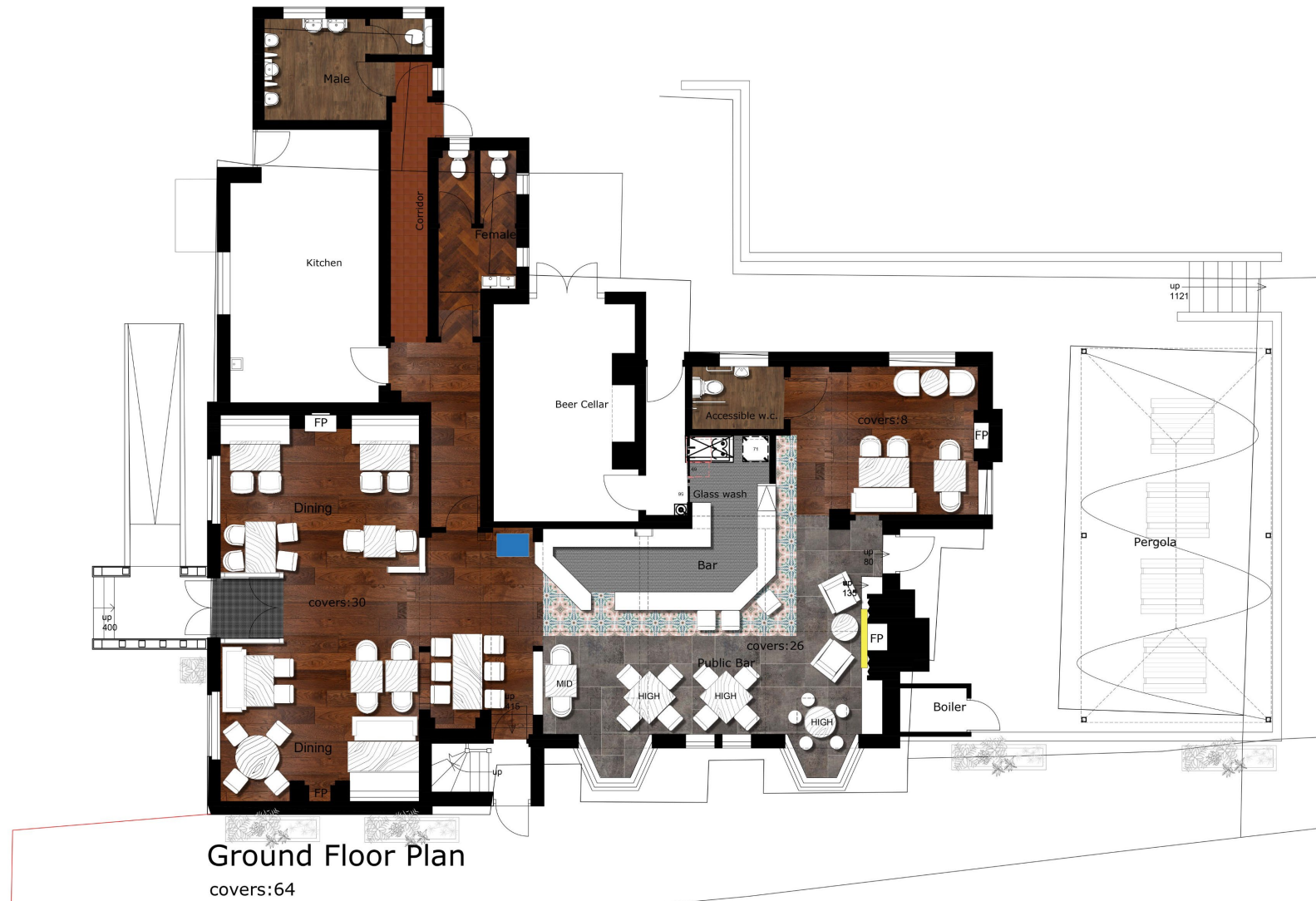
new vinyl flooring to gents



External Mood Board



Rendered Floor Plan



Floor Plans & Finishes

1 General Trading Areas

- Brand new internal furniture and fixed seating.
- New music system & TVs.
- Reclaimed wood panelling to selected walls.
- 'Bric a brac' inspired design elements
- Patching existing Anaglypta wallpaper to ceilings
- Timer vinyl effect flooring to be fitted.
- Added internal lighting to suit new layout.

2 Bar Area

- Upgraded bar servery and back fitting as well as:
- New bottle coolers
- New glasswasher
- New ice machine
- New tills
- New Washup area

3 Beer Cellar

- Redecoration of walls and ceilings.
- Cellar door added with new ironmongery.
- Allowance for new smart dispense and python route.

4 Toilets

- Refurbishment of all wall tiling & paint finishes.
- New ventilation fitted.
- Addition of vanity units to ladies WC.



External Refurbishment



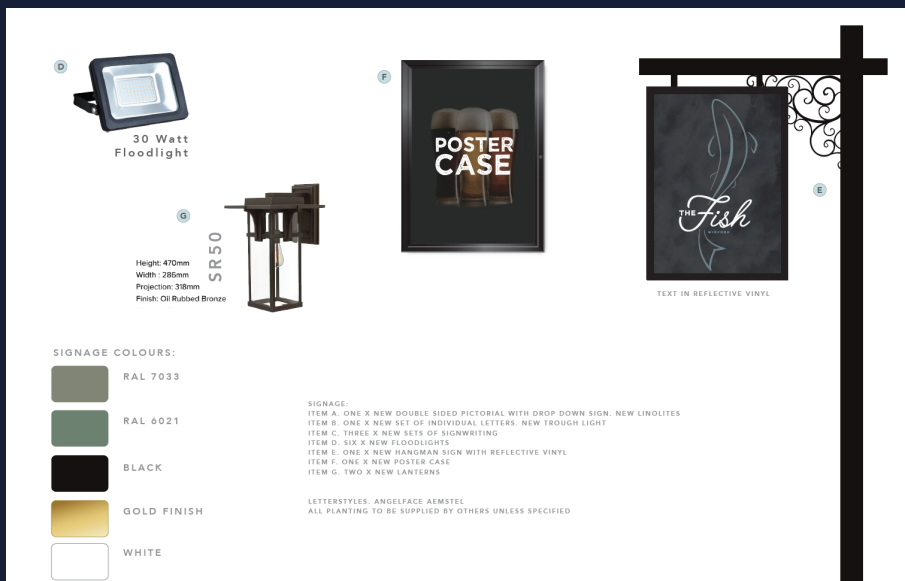
Signage and external area

Front exterior:

- General redecoration to the whole building
- Added rustic oak timbers supporting an inviting pitched roof porch
- Inviting new signage scheme
- Complete with associated lighting fixtures

Rear exterior:

- Refurbishment of existing rear beer garden
- Pergola constructed for use with outdoor seating





STAR
PUBS & BARS

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

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