



**The Forest, 52 Perry Rise, London, SE23 2QL**

# About the Opportunity



## Why Invest?

### Exciting Investment Opportunity: The Forest Pub Refurbishment Underway!

Explore an unparalleled opportunity to invest in a thriving pub situated in the heart of Forest Hill, one of Southeast London's most promising areas. Boasting a strategic location with swift access to the City, alongside renowned attractions like the Horniman Museum & Gardens and Forest Hill Train Station just minutes away, this establishment is poised for success.

### Elevate Your Investment: Witness the Transformation

With nearly 10,000 adults within a 10-minute stroll, predominantly affluent and aged between 25-44, and over 41,000 within a 20-minute walk, the potential customer base is substantial. The Forest's strategic positioning positions it uniquely, with only four competitor pubs nearby, offering an exceptional opportunity to dominate the local market. Moreover, with a focus on attracting young adults and families, coupled with premium offerings and a revitalised ambiance, this pub promises to become the go-to destination in Forest Hill.

# About the Opportunity



## Target Customers

When refurbished, the Forest will appeal to:

### Young Professionals Seeking Social Scene:

- The Forest in Forest Hill caters to young professionals with its vibrant atmosphere and swift City commute. With premium drinks and live sports, it's the perfect spot for gatherings and weekend hangouts.

### Families Looking for Quality Time:

- Ideal for families, The Forest offers a welcoming environment with a spacious garden and diverse entertainment. Whether for weekend outings or special occasions, it's great for quality family time.

### Sport Enthusiasts Seeking Premier Viewing:

- For sports fans, The Forest promises a top-notch viewing experience with large screens and premium drinks. With a focus on sports and a strategic location, it's the perfect spot to catch matches with friends.

### Local Social Hub Seekers:

- As a hub in the local community, The Forest fosters connections with exceptional service and bespoke entertainment. From quiz nights to live music, it's more than just a pub—it's a place where neighbours gather and friendships flourish.

# About the Opportunity



## The Offer

When refurbished, the Forest will offer:

### Drinks:

- Indulge in an exceptional selection of premium beers, cask ales, and spirits at The Forest. Whether one is a beer connoisseur or seeking a refreshing non-alcoholic option, there's something for every palate.

### Food:

- Discover a range of pub classics and weekly specials at The Forest, each offering a delightful twist on traditional favourites. The menu is crafted to satisfy every craving, ensuring a memorable dining experience.

### Coffee:

- Start the day with a comforting cup from the carefully curated coffee selection at The Forest. Tailored to preferences, the coffee offerings provide a personal touch to the morning routine.

### Events:

- Transform The Forest into the go-to venue for unforgettable gatherings and celebrations. From lively weekly quizzes to intimate acoustic sessions, the space is perfect for creating lasting memories with friends and family.

# Internal Mood Board



# External Mood Board

NEW MURAL TO BACK WALL OF EXISTING PEGOLA



FESTOON LIGHTING TO PERGOLA



OVERALL FEEL



PLANTING TO PERGOLA



NEW EXTERNAL WALL LIGHTS



NEW LOOSE POSEUR FURNITURE



EXISTING FIXED SEATING



NEW LOOSE FURNITURE



EXISTING FLAG PAVING

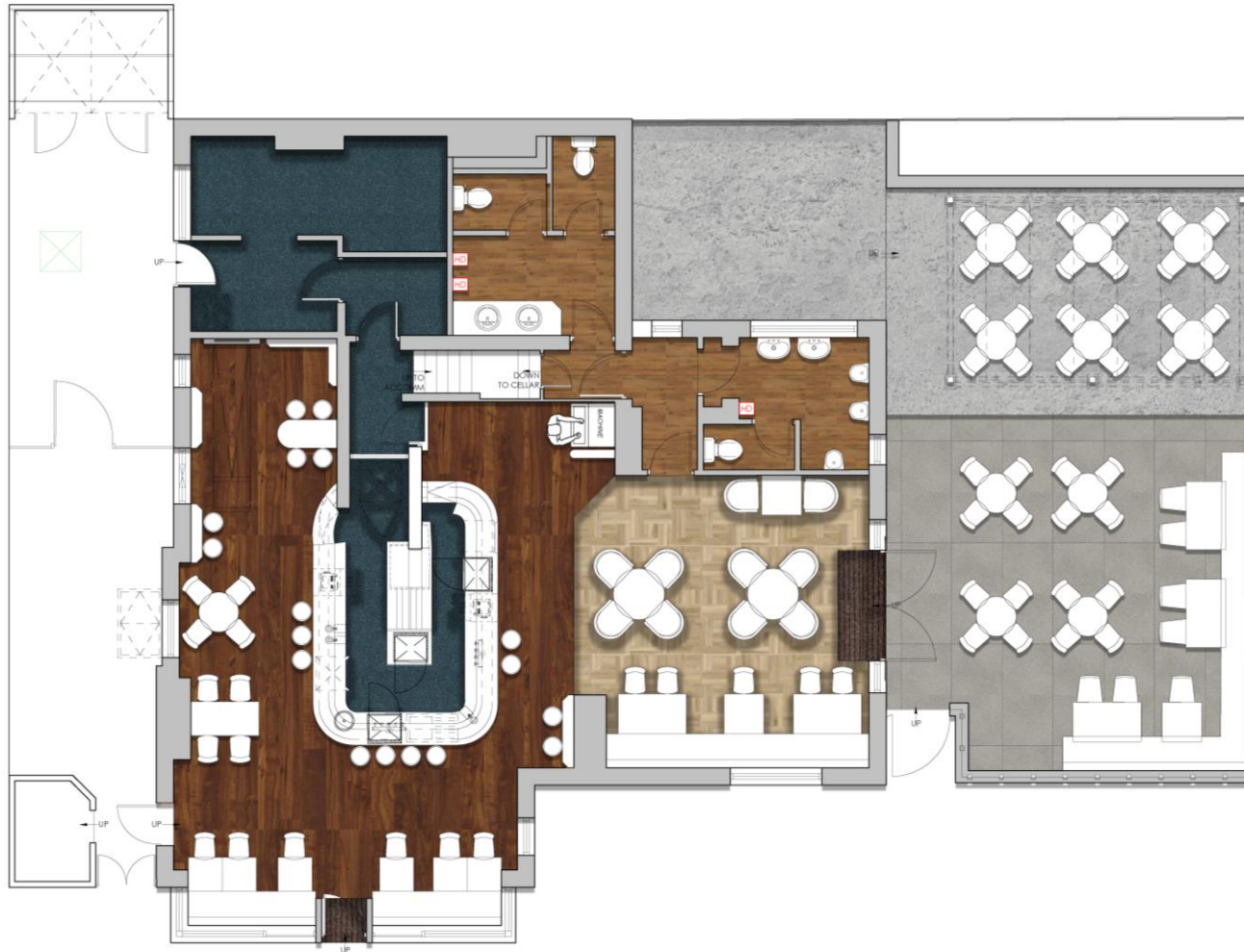


NEW PLANTING



NEW LOOSE FURNITURE

# Rendered Floor Plan



# Floor Plans & Finishes

1

## General Trading Areas

- Remove existing fixed seating and fireplace mantle; install new panelling to match existing.
- Install new dining height and mid-height fixed seating.
- Add new drinks shelves and modify/extend bar backfitting section.
- Sand and restain existing timber floor in bar area; install new flooring throughout trade area.
- Conduct full internal redecoration of trade public areas, WCs, and bar counters.
- Introduce new loose furniture, bric-a-brac, curtains/blinds, and decorative light fittings.
- Provide new operational items including bottle coolers, tills, coffee machine, glasswasher, sink, and drainer.
- Repair and partially refurbish Gents/Ladies toilet provision; add new decorations and vanity unit to ladies' area.
- Install new darts board with timber-clad back panel.

2

## Kitchen & Cellar

- Redecorate cellar, service cooling, and install safety flooring in kitchen areas.
- Equip kitchen with new appliances, upgrade extract canopy, and install necessary services.





# External Refurbishment

Item A. 1no. Set of 19mm individual letters, signwritten detail and wording to front fascia. Lit by trough light.  
 Item B 1no. Set of 19mm individual letters to RHS wall. Lit by trough light.  
 Item C. 1no. Double sided pictorial sign with applied vinyl. Lit by trough lights.  
 Item D. 1no. Signwritten wording and detail to front fascia. (Wording TBC).  
 Item E. 4no. Poster cases with applied vinyl. (Wording TBC).  
 Item F. 1no. Signwritten wording and detail to RHS fascia. (Wording TBC).  
 Item G. 1no. A board with applied vinyl and chalk board.  
 Item H. 4no. Lanterns in oil rubbed bronze.  
 Item I. 7no. Hanging baskets.  
 Item J. Planter boxes. (No. TBC).  
 Item K. Boxed hedging. (No. TBC).  
 Item L. 4no. LED floodlights.

G



A



D



B



E



H



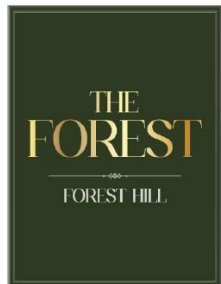
I



J



C



F



K



L



## Signage and external works

- External pre-decoration repairs.
- External redecoration of main pub building. This also includes painted render / masonry and areas of the external fencing.
- New signage and lighting to current design and subject to planning approval including new letters / fascia boards to building elevations and new hanging sign to existing bracket.
- New signwriting.
- Repairs to doors and windows.
- Form new fridge/freezer storage outhouse to left hand rear yard for kitchen.
- Clean out gutters and leave watertight.
- Remove existing fence to flat roof area.
- Local repairs to existing pergola, with new timber cloaking to metal footings and new central post.
- New external furniture to beer garden area.



## 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)

**The Forest, 52 Perry Rise, London, SE23 2QL**