



# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Bluebell, Dalston Pub Refurbishment!

Located in the charming market village of Dalston, the Blue Bell sits on a picturesque cobbled square, making it a standout spot near Carlisle. With a complete refurbishment planned for both the bar and lounge areas, the pub will offer a warm, traditional environment suited for daytime dining and a lively local bar scene in the evening. With 81 indoor and 86 outdoor covers, and an inviting rear garden, the Blue Bell is primed to attract both local villagers and passing trade.

### Elevate Your Investment: Witness the Transformation

This traditional-style pub, with a selection of beers, real ales, quality wines, and premium pub food, is set to become a true village hub. It will appeal to older daytime diners and a broader audience in the evenings with entertainment options like pub games, quizzes, and live sports. An experienced, community-oriented licensee with a passion for food would be ideal to bring this vision to life and create a friendly, welcoming atmosphere for Dalston residents and visitors alike.

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## Target Customers

### Daytime Diners:

- Older adults and locals looking for a comfortable spot to enjoy traditional pub food in a relaxed village atmosphere. They'll appreciate the cosy dining area and classic menu options.

### Village Regulars:

- Residents seeking a welcoming, familiar place to gather for drinks and socialise in the evenings. The Blue Bell's bar and entertainment offerings make it an ideal spot for regular visits.

### Social Sports Fans:

- Community members and visitors interested in catching live sports in a lively, social setting. With quality drinks and a dedicated sports zone, it's perfect for watching games with friends.

### Social Sports Fans:

- Locals and passers-by looking for fun weekend activities, from pub quizzes to live entertainment. The events will attract a broad mix of villagers and nearby visitors seeking a vibrant, social atmosphere.

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## The Offer

### Drinks:

- The pub will offer a wide selection of drinks, including premium lagers, ciders, spirits, quality wines, and a good variety of soft drinks and low- or no-alcohol options. This range caters to everyone, from regulars enjoying a beer to visitors seeking a more premium experience, ensuring broad appeal.

### Food:

- A premium menu of classic pub favourites will be available to complement the drinks selection.

### Coffee:

- Quality coffee can be offered, attracting to daytime visitors and non-drinkers, broadening the pub's appeal.

### Events:

- The pub will put on weekend events as well as showing live sports and entertainment, pub quizzes and games. This will create a vibrant atmosphere and will drive a healthy rhythm of the week.

# Internal Mood Board

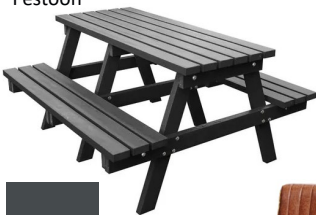


Festoon



External render colour in beer

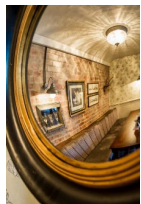
External colour in beer garden



Ex picnic benches



Feature wallpapers



Additional furniture



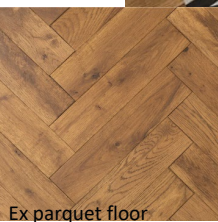
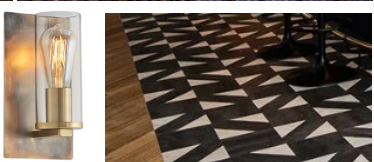
Leathers and upholstery fabrics



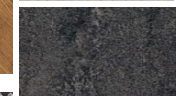
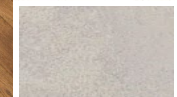
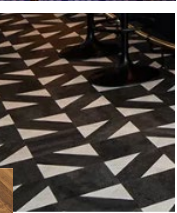
Paint colours



Pendants



Ex parquet floor



Glass racks



Carpet



Antico - Reclaimed oak atrip

# Rendered Floor Plan



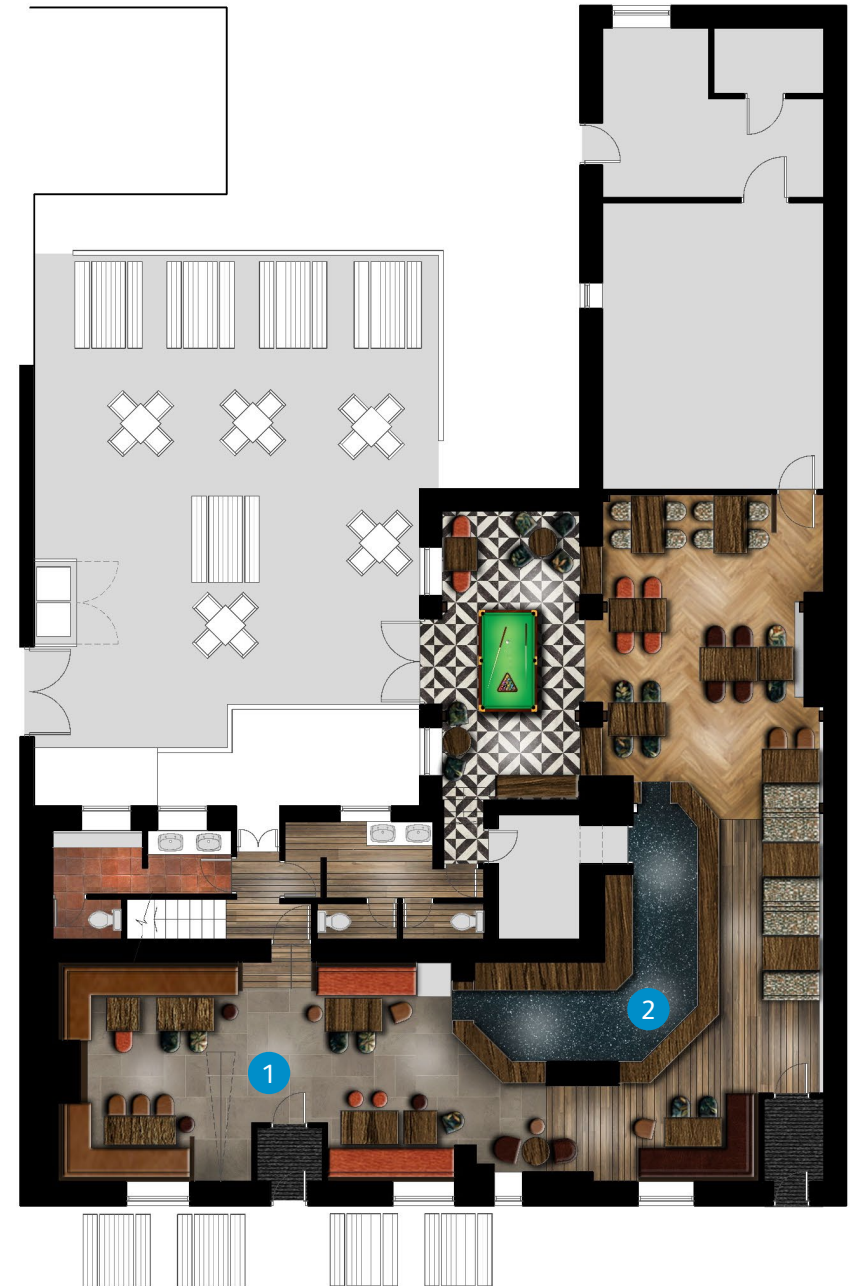
# Floor Plans & Finishes

## 1 Bar Area:

- Full redecoration.
- Acid clean stone flooring for a refreshed look.
- New darts surround.
- Replace decorative light fittings.
- Recover existing fixed seating; retain seating at the front.
- Decorate screens only.
- Retain feature fireplace.
- Refurbish loose furniture.
- Add decorative bric-a-brac design elements
- Install new blinds.

## 2 Bar Service Area:

- Paint counter frontage.
- Replace flooring.
- Install new backfitting.



# Floor Plans & Finishes

## 3 Lounge Area:

- Full redecoration, retaining timber dado boarding.
- New LVT flooring.
- Replace decorative light fittings.
- Recover existing fixed seating.
- Refurbish loose furniture.

## 4 Pool Area:

- Full redecoration.
- New LVT flooring.
- Replace decorative lighting.
- Refurbish and add new loose furniture.





# Floor Plans & Finishes

## 5 Trade Kitchen:

- Full redecoration.

## 6 Ladies & Gents Toilets:

- New decorations throughout.

### Gents:

- Acid clean walls, floors, and urinal; new vanity unit and wash hand basin

### Ladies:

- New LVT flooring and wash hand basin

## 7 Private Accommodation:

- Full redecoration throughout,
- Repairs to flooring, sub-floors, carpets, and vinyls.



# External Refurbishment

## Signage and external works:

- Full redecoration of front elevation and beer garden painted walls.
- Repaint existing bell.
- Window repairs.
- Jet wash paving and remove weeds in the beer garden
- Clear gutters.





## 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? Get in touch.

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 [www.starpubs.co.uk](http://www.starpubs.co.uk)

● **Victoria Gardens, 1 China Street, Dalston, SR2 8RU** ●