



The Royalty, Chester Road, Sunderland, SR2 7PP

# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Stumble Inn Pub Refurbishment!

A complete refurbishment is planned for The Stumble Inn, located right on the Sunderland University campus and close to the city centre. With a fresh, clean look both inside and out, including a return to its original name, The Royalty, this pub is set to become a welcoming spot for both the local community and students. The refurbishment will enhance the cosy atmosphere and add features like sports and live entertainment to attract regulars and new faces alike.

### Elevate Your Investment: Witness the Transformation

With 8,000 adults within a 10-minute walk and another 24,000 within 20 minutes, there's a strong potential customer base nearby. The pub is ideally situated - close to student halls, a metro stop, and The Royalty Theatre. The city centre competition is distant enough to allow this pub to stand out, particularly with its new appeal to both locals and students. A licensee with local knowledge, ideally with experience managing student-friendly venues, would be well-suited to take advantage of this opportunity.

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## Target Customers

### Local Residents:

- Residents from the surrounding area looking for a cosy, welcoming spot to enjoy a drink and socialise will find the refurbished pub appealing, especially with its strong focus on community events and sports.

### University Students:

- Students from Sunderland University, particularly those living in nearby halls of residence, will be drawn to the pub's convenient location, affordable drinks, and entertainment options like live music and sports screenings.

### Commuters:

- The pub's proximity to a metro stop makes it an ideal spot for commuters or travellers looking to unwind with a quick drink or catch up with friends before heading home.

### Community Groups and Regulars:

- With live sports events being a key feature, the pub will attract sports fans keen on enjoying a pint while watching their favourite teams in a lively atmosphere.

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## The Offer

### Drinks:

- Full range of beers and ciders, low and no alcohol options such as Heineken 0.0, alongside quality wine, spirits and soft drinks.

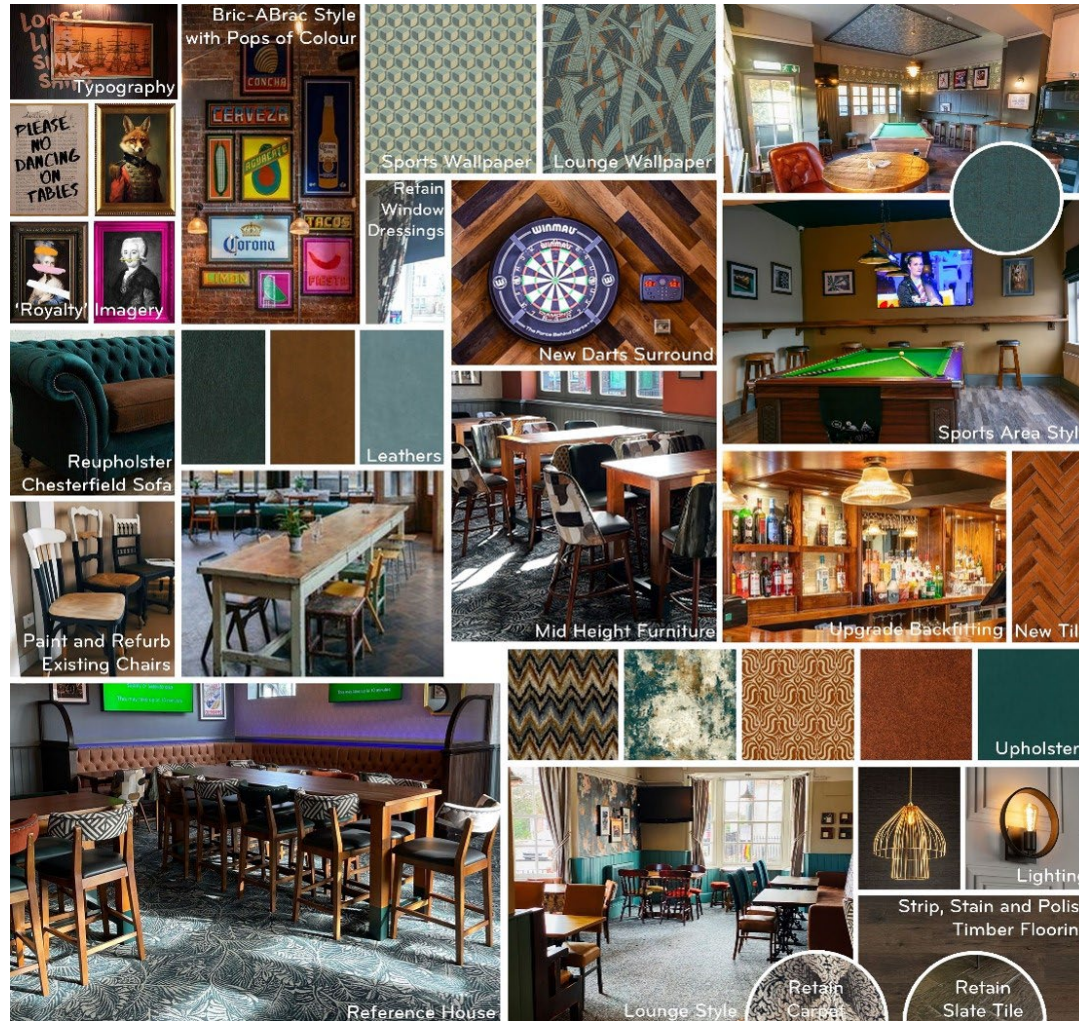
### Coffee:

- A great coffee offering can be put in place, ensuring a satisfying brew every time.

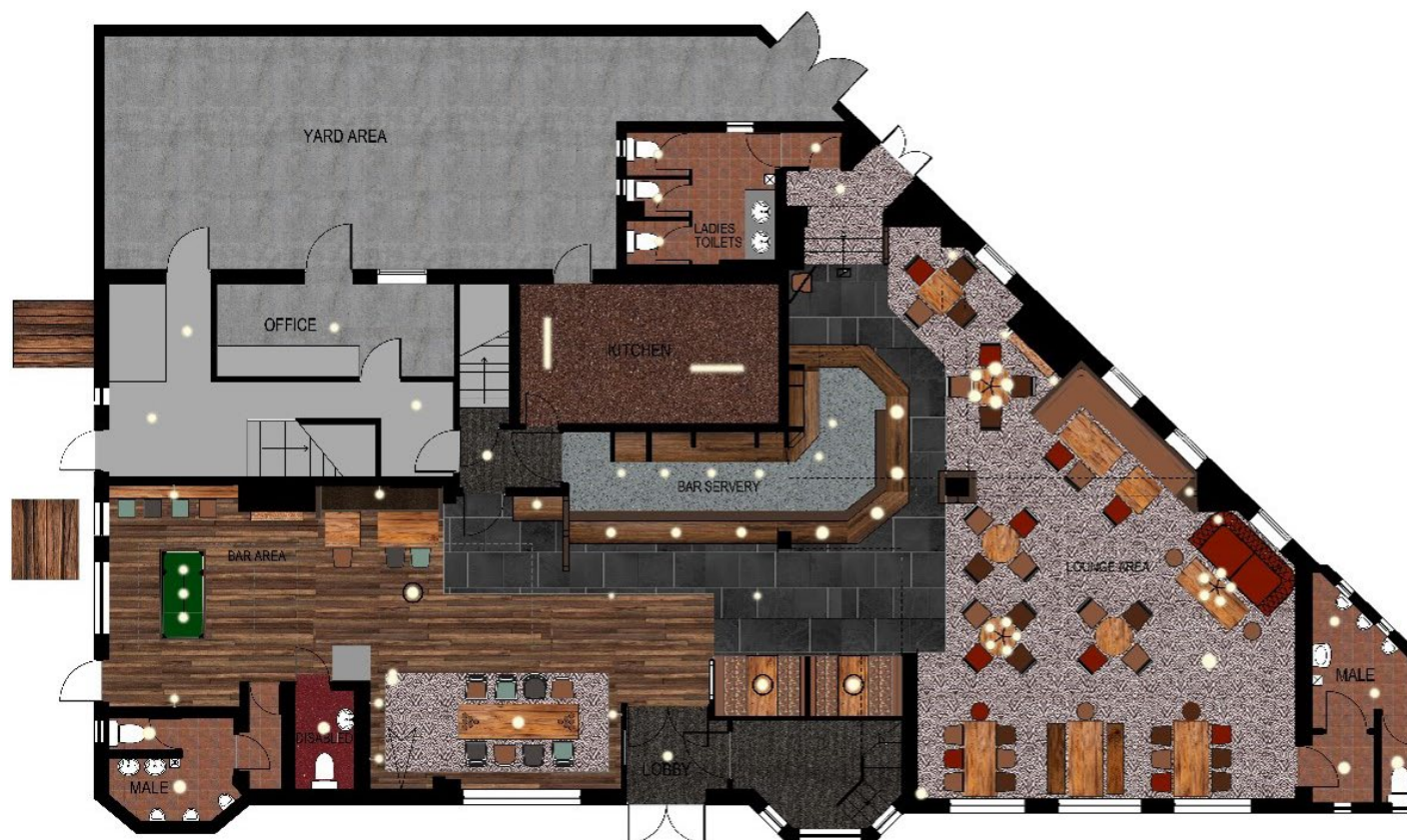
### Events:

- Offer a lively rhythm of the week every week with local live entertainment and a full sports package.

# Internal Mood Board



# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Bar Area:

- Allow for full decorations throughout.
- Retain ceiling wallpaper and brickwork.
- Allow for new lighting in existing positions.
- Reuse existing furniture and refurbish as needed.
- Allow for new bric-a-brac design elements.
- Retain flooring, clean where needed.
- Reupholster select fixed seating; some upholstery to be retained.
- Refurbish bar front and bar top and upgrade backlighting.
- Provide new darts surround with timber clad panelling.
- Install new halo light, electric scorer and chalkboard.

## 2 Toilets:

- Full redecoration to both ladies & gents.
- Retain and clean existing quarry tiling.
- Relocation of existing radiator.



# Floor Plans & Finishes

## 3 Private Accommodation:

- Allow for full decorations throughout.
- Installation of new bath, taps and cladding.
- Refurbishment of kitchen & new vinyl flooring.
- Retain existing carpeting.





# External Refurbishment



## Signage and external works:

- Install new full signage scheme.
- New lighting positions to enhance curb-side appeal.



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## 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.

 08085 94 95 96

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

● The Royalty, Chester Road, Sunderland, SR2 7PP ●