



● QUEENS HEAD, 100 BRUNSWICK PARK ROAD, WEDNESBURY, WS10 9QR ●

About the Opportunity



Why Invest?

Amazing external and internal refurbishment will transform the Queens Head into a premium local pub with fantastic outdoor trading space. The interior of the pub is in excellent condition, however there will be an internal refresh.

The beer garden will be rejuvenated, providing additional covers. We will create a 'garden link' from the pub to the enclosed garden space. Upgrade the tarmac, add festoon lighting, a gated fence, planters, and new furniture. We will resin bond the path to the existing outdoor pods, remove slabs and re-turf. We will also open the entrance to the enclosed garden for increased visibility. We will be creating pergola style seating spaces in the garden.

The pubs frontage will receive a major overhaul, with new signage and lighting. This will amplify the pubs kerb appeal and make it stand out to passing trade.

Community focused:

The Queens Head is in Wednesbury, a market town in Sandwell in the county of West Midlands. The pub itself is situated in a busy residential area. In the town, there are no other pubs with a strong food offering, meaning there is a gap in the market for the Queens Head status as a premium local pub with great food.

The planned refurbishment will create an all-new reason to visit the pub with its brilliant outdoor space. These changes will give the pub the ability to appeal to a broad spectrum of consumers, throughout the year, who want to meet friends for a drink or to dine.

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Target Customers

Families:

- Ideal for family outings, the pub offers a welcoming atmosphere with a great outdoor space, making it perfect for children to play while parents relax.

Young Professionals:

- With premium drinks and a vibrant environment, young professionals will find the pub an excellent spot to unwind after work or meet up with friends for a lively night out.

Retirees:

- Retirees will enjoy the relaxed and friendly setting, ideal for leisurely lunches, afternoon teas, or catching up with friends over a quality pub meal.

Mixed Groups:

- The versatile space and varied menu cater to mixed groups, ensuring there's something for everyone, whether it's a casual drink, a meal, or celebrating a special occasion.

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The Offer

Drinks:

- A premium HEINEKEN range of beers and ciders, including low & no options alongside quality wine, spirits and soft drinks options.

Food:

- The pub can offer a great range of locally sources, crowd-pleasing pub classics.

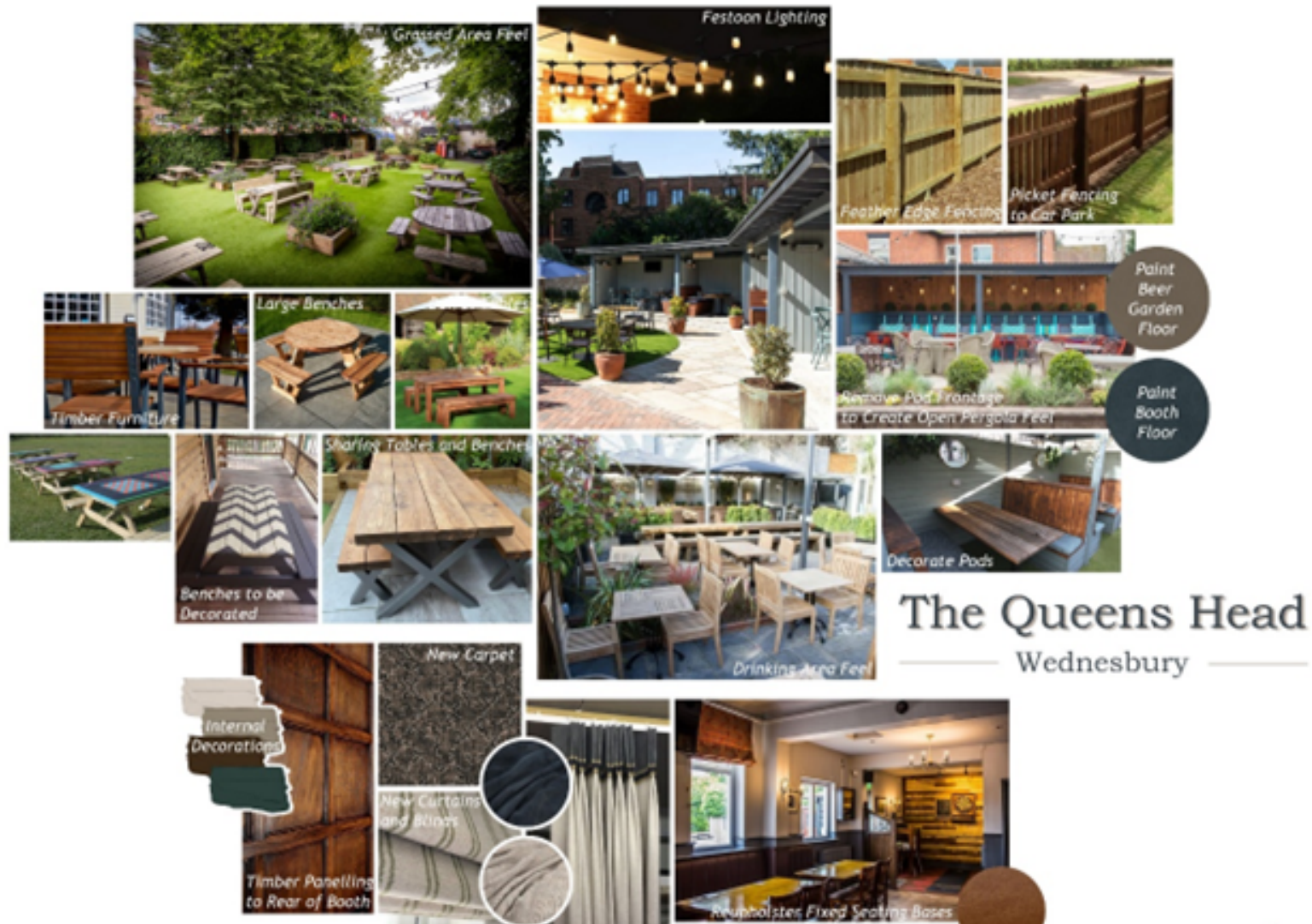
Coffee:

- A bean-to-cup offering, offering a satisfying brew every time.

Events:

- There is potential to introduce a variety of quiz, social and charity events along with darts teams, pub games and food driven event evenings.

Mood Board



External Mood Board



Rendered Floor Plan



Internal Refurbishment

Refurbishment Work:

- Provide full decorations including the toilets, and allow for new panelling as noted
- Provide new carpet to replace the existing
- Reupholster bases to fixed seating



External Refurbishment

ITEM 1. (1 off)
Signwritten house name illuminated by an LED trough light above. Size: TBC

THE QUEEN'S HEAD

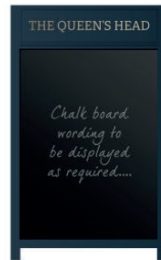
Colourway Option 1. Letters in F&B Hague Blue

THE QUEEN'S HEAD

Colourway Option 2. Letters in DH Chiltern White



ITEM 2. (1 off)
New hanging sign powdercoated to match PMS 5463.
Logo in brushed gold and Pantone Cool Grey 1U.
Illumination to be provided by a pair of LED trough lights.
*FITTED TO THE EXISTING GIBBET.
Size: 900mm diam



ITEM 3. (1 off)
Large wooden 'A' Board sign painted to match PMS 5463, complete with header panel and chalk area.



ITEM 4. (2 off)
Black poster frames.
Size: TBC



ITEM 5. (1 off)
Disclaimer sign coated to match PMS 5463, with applied vinyls in brushed gold and Pantone Cool Grey 1U.
Size: 300mm x 200mm



EXTERNAL SIGNAGE

SHEET 7 | REV 1

SIGNAGE AND EXTERNAL AREA

Garden link:

- Tack coat existing tarmac surface
- Festoon Lights
- New F&F
- Planters
- Gated Fence

General:

- Resin bond path
- Remove existing slabs in grass and re-turf
- Open up visibility
- New F&F
- Refurb outside bar



STAR
PUBS

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

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