



THE CORNER PIN, CHELLASTON

About the opportunity



Why Invest?

- A whole new lease of life** – The Corner Pin is about to undergo a full refurbishment and name change that's designed in a classic, premium village local style. This upgrade will be across all internal trade and back of house areas and includes new flooring, lighting, wall finishes and furniture throughout. This is in addition to new toilets and trade kitchen which will include additional kitchen storage space. Every area of the pub will be completely renewed.

Equally as important is how the pub will look from the outside, so to increase that all important kerb appeal, the exterior of the pub will also be completely refurbished. This will include external render repairs, redecorating with new signage and feature lighting throughout. Even the name is undergoing a change to mark its repositioning within the community, so The Corner Pin is about to become The Chellaston Arms.

In addition, the rear garden will receive a complete makeover with the creation of an extended patio complete with covered, heated area and feature lighting with new, high-quality furniture throughout. There will also be a further lawned overspill area to maximise the site's potential on warm summer days.

Situated in a truly prominent location in the thriving Derby suburb of Chellaston, its catchment area includes almost 10,000 adults that live within a 20-minute walk of the pub. These people have a heavy medium to high affluence bias and the added bonus is that Chellaston has just two other pubs within a 20-minute walking distance of the pub. One is a community pub with a simple food offer and the other is a Sports Bar with a focus on big screen TVs and pool tables. Chellaston also has a Hickory's Smokehouse restaurant that used to be a GK Hungry Horse.

Just outside Chellaston there's also the huge new 'Buttercup Leys' housing development that will provide many more potential customers just a few minutes' drive away.

All of which shows there's a huge market to tap into, and the demand for a Premium Local in the centre of the village is likely to be high from a range of markets that will include groups of friends, couples and families, locals and people from the surrounding area. Exactly the type of people that are looking for a fantastic, cosy, traditional premium pub.

So, could that be you?

About the opportunity

- **Maximise this pub's potential** – Chellaston is just off the main A50 which connects the East Midlands to the North-West (Cheshire area) and on one of the main routes in and out of Derby. The site itself is in the centre of Chellaston next to local amenities such as a supermarket & coffee shop and close to the local school/college. There's even a great car park allowing potential to act as a drive to destination as well as a fabulous garden space that will be developed to allow customers to use this all year round.

It's clear to see that there's a gap in the market for a premium pub with a classic traditional pub food offer, alongside premium drinks and cask ales. And with 71 covers internally and up to 100 covers externally in the garden area, The Chellaston Arms needs an experienced pub and food operator like you to maximise its food offering, and bring a real focus on first class customer service that makes people keep coming back for more.



About the opportunity



Target customers

When refurbished, The Chellaston Arms will appeal to:

- Locals and people from other surrounding areas.
- Groups of Friends
- Couples

Offer

When refurbished, The Chellaston Arms will offer:

- Premium lagers, craft beers and a great range of cask ales alongside premium wines and spirits and a small range of cocktails.
- New JAT Premium Menu – pub classics & small plates.
- Full bean-to-cup offering.
- Weekend entertainment, alongside a good community rhythm of the week such as quiz nights.
- Sky/BT sports will also feature and will be in all areas of the Bar & Snug

Private accommodation

The Chellaston Arms will offer separate accommodation on the first floor, complete with three bedrooms, an office space, alongside Kitchen, bathroom and living room.

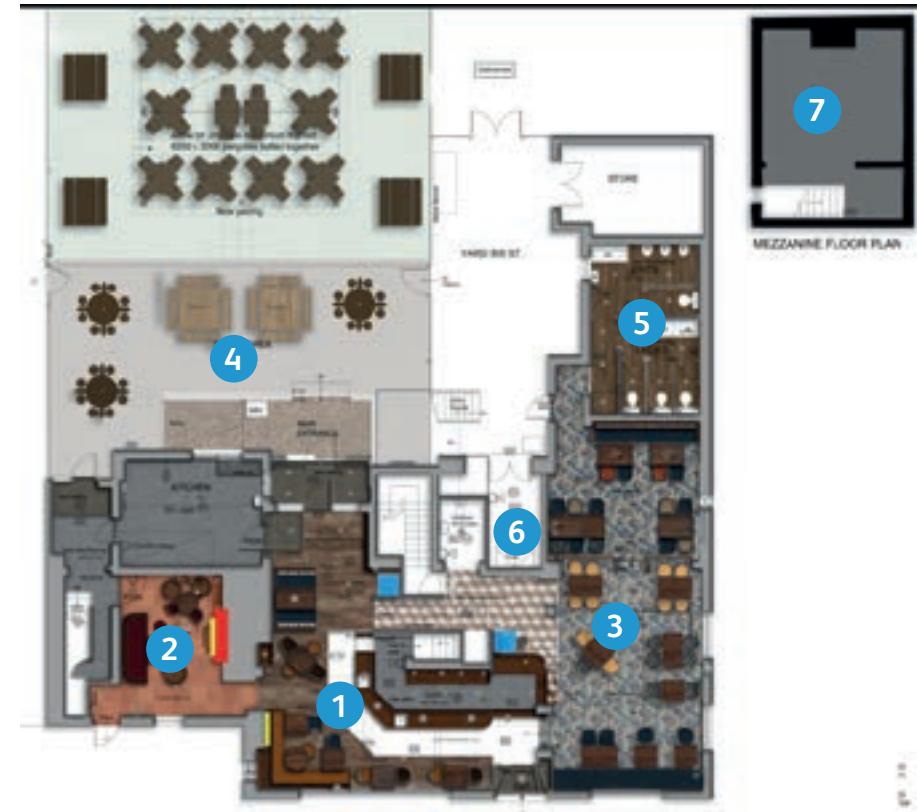
Floor plans & finishes

1 Main Bar Area

- New timber effect flooring
- New feature booth
- Acid clean existing tiled bar apron
- Refurbished and recovered mid height fixed seating with new loose furniture throughout
- New feature wall coverings and new light fittings throughout

2 Snug

- Retain and make good quarry tiled floor
- Retain feature fireplace and ensure working order
- New feature bookcase
- New darts area
- New TV and loose Furniture



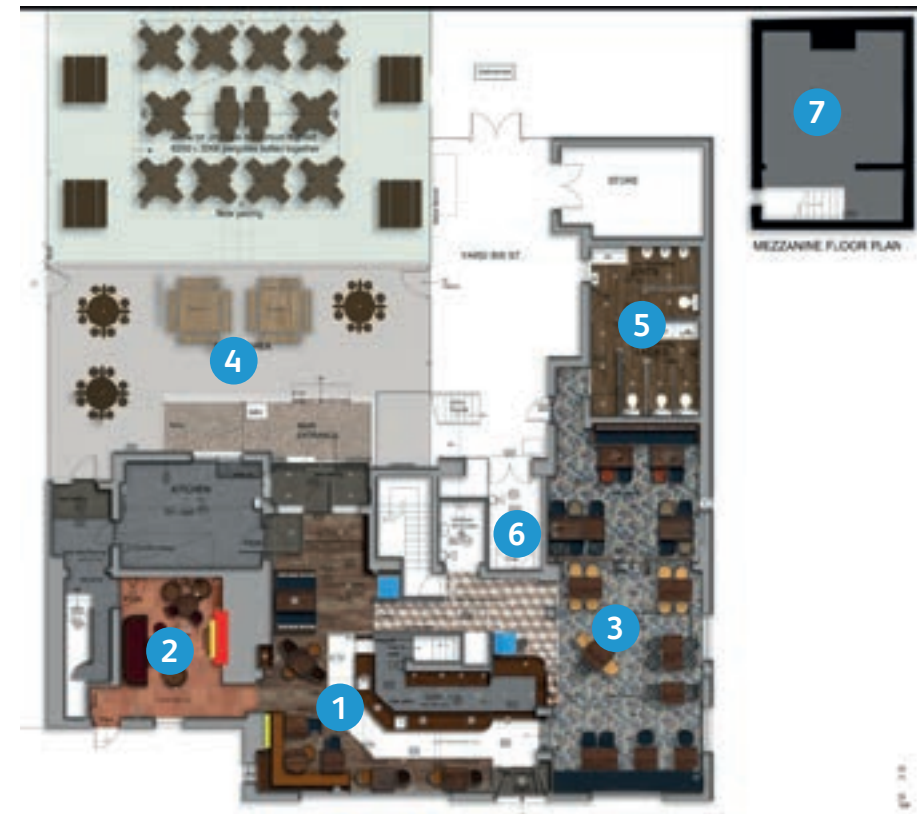
Floor plans & finishes

3 Lounge Area

- Stud Wall removed to open up corridor to rear entrance in bar area with feature walls and new decorative vinyl flooring.
- New screen to bar/coffee station with new AWP positioning
- New flooring throughout upper and lower lounge areas
- New fixed seating bays to upper and lower lounge areas
- New feature wall coverings throughout with a mix of wood panelling, feature wallpaper and paint coverings
- New light fittings, bric a brac and curtains throughout as well as new loose furniture

4 Bar Servery & Back Bar

- Refurbish existing bar counter and front
- New upper case backfitting to create more display space
- Adaptions made to bar backfitting to create coffee and glass wash area
- New Altro flooring



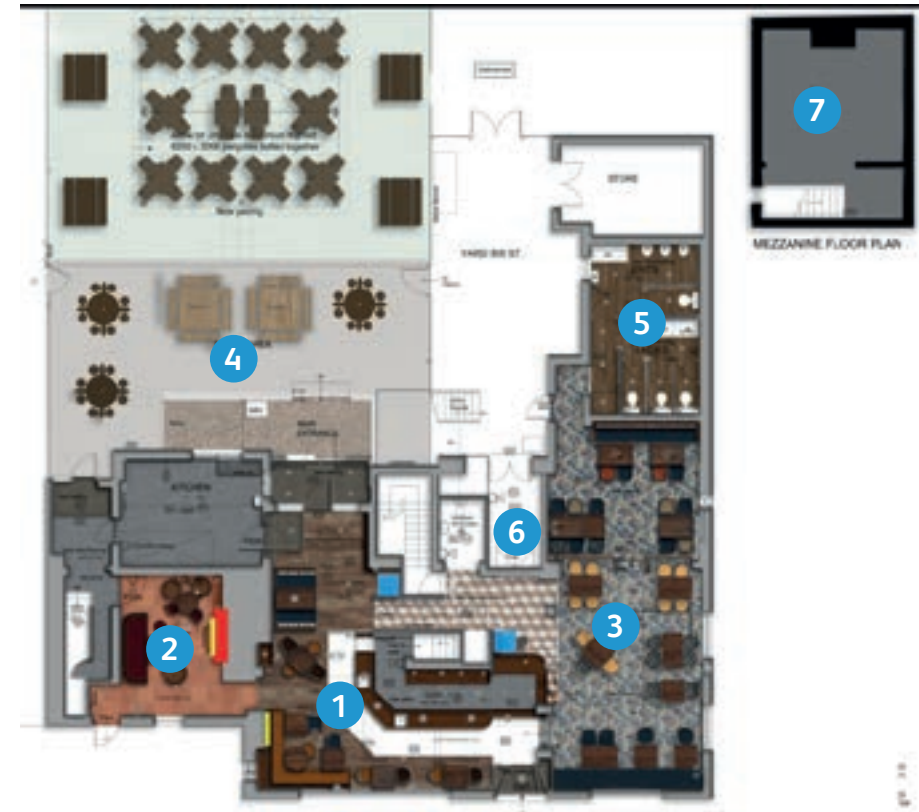
Floor plans & finishes

5 Toilets

- Full refurbishment of the Ladies & Gents to include
 - New sanitary ware throughout
 - New Vinyl Flooring
 - New Vanity Units
 - New Dado panelling and decorative wallpaper
 - Decorations throughout
- Refurbish existing disabled toilet including
 - New flooring
 - Install new baby change unit

6 Cellar

Full re-decorations throughout to include re-instatement of Smart dispense system



Floor plans & finishes

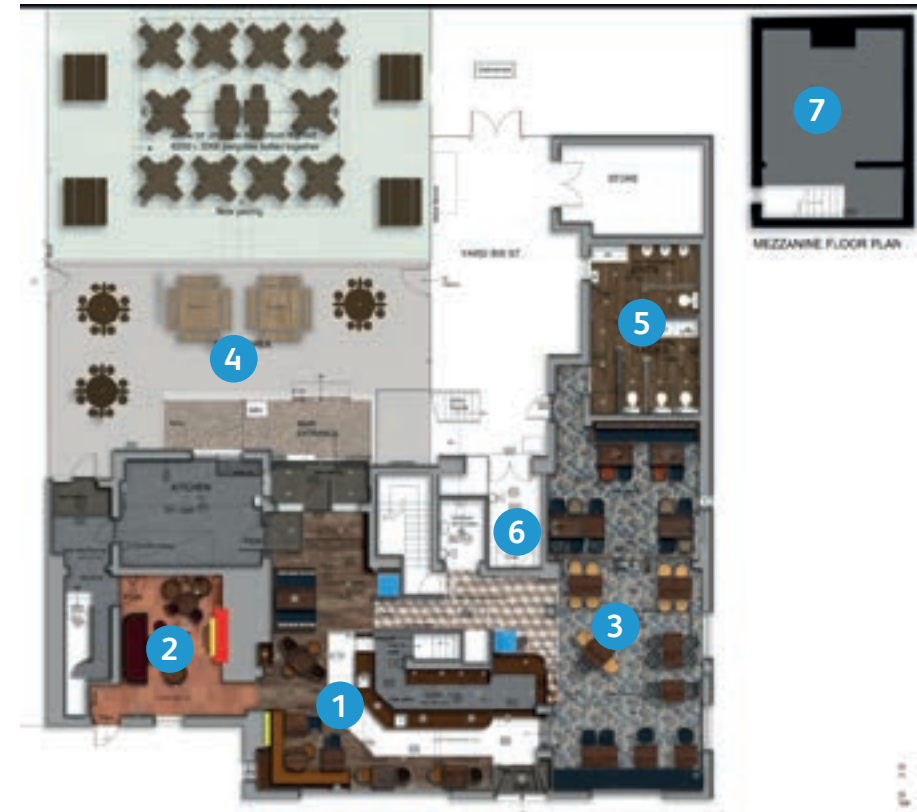
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Office/Back of House

- Construct new office on 1st Floor
- New flooring and decorations
- New desk/shelving etc
- New CCTV and alarms systems

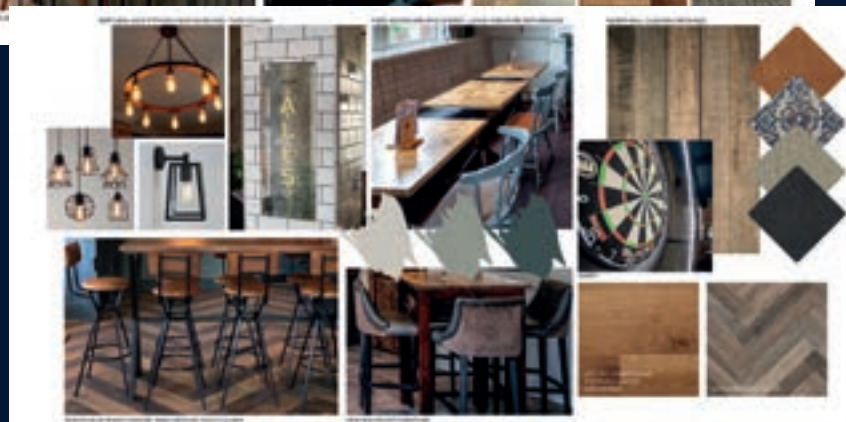
Domestic Accommodation

- Full Redecoration throughout.
- New Domestic Kitchen Installed
- New Bathroom suite



Moodboards

Internal Moodboards



Outdoor Moodboard & Signage



External refurbishment



Externals

- New Signage and Lighting throughout
- Repairs as required to all render, wood panelling, gutters and fascias
- Repairs to window frames as required
- Repairs to historic Cruck gable end
- Refurbishment of existing patio with an additional extended paved patio space created with a new 6 x 6m covered area complete with heating and festoon lighting under.
- New external furniture though garden area
- New timber framed draft lobby created at rear entrance with feature internal wood panelling
- Remaining garden area to be re-turfed.
- Yard and bin store area to be repaired with new gates/fencing as required



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.

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