



About the Opportunity



Why Invest?

Exciting Opportunity: The Dog Inn, Whittington
Pub Refurbishment!

Set in the charming village of Whittington, Warwickshire, this pub offers an exciting opportunity in a picturesque location. Surrounded by beautiful countryside and a friendly local community, it's within easy reach of Lichfield and Birmingham, making it a prime spot for both locals and visitors. With over 1,800 potential customers living nearby and just one main competitor, this pub has strong potential to become the go-to destination in the area.

Elevate Your Investment: Witness the Transformation

We're investing in a full refurbishment inside and out, transforming the pub into a stylish and welcoming space. The updated design will blend a premium local feel with a dining offer that stands out from the competition. With 118 internal covers, ample outdoor seating, five letting rooms as well as private accommodation, this pub is ideal for someone with great people skills and food experience who's ready to become part of the community and build on its already solid trade base.

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Target Customers

Local Residents:

- With over 1,800 people living within walking distance, the pub is perfectly positioned to attract locals looking for a premium but welcoming spot to socialise, dine, or relax. The planned refurbishment will create a hub that appeals to families, couples, and mixed groups.

Destination Diners:

- The pub's enhanced food offering and premium dining areas will appeal to visitors from neighbouring towns and cities, including Lichfield and Birmingham. Its picturesque village setting and reputation for quality will make it an ideal choice for a special meal out.

Walkers and Outdoor Enthusiasts:

- Surrounded by beautiful Warwickshire countryside, the pub will attract dog walkers and outdoor lovers seeking a friendly spot for refreshments after exploring the area. With outdoor seating and a welcoming atmosphere, it's a natural stop for this group.



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The Offer

Drinks:

- The drinks offer will be a wide selection of premium lagers, ciders, cask ale & variety of wines, soft, minerals and low & no options. This variety caters to everyone, ensuring the pub appeals to a broad audience.

Food:

- A straightforward pub menu with a selection of crowd pleasers to cater to every taste, with the opportunity to be further developed by the new licensee.

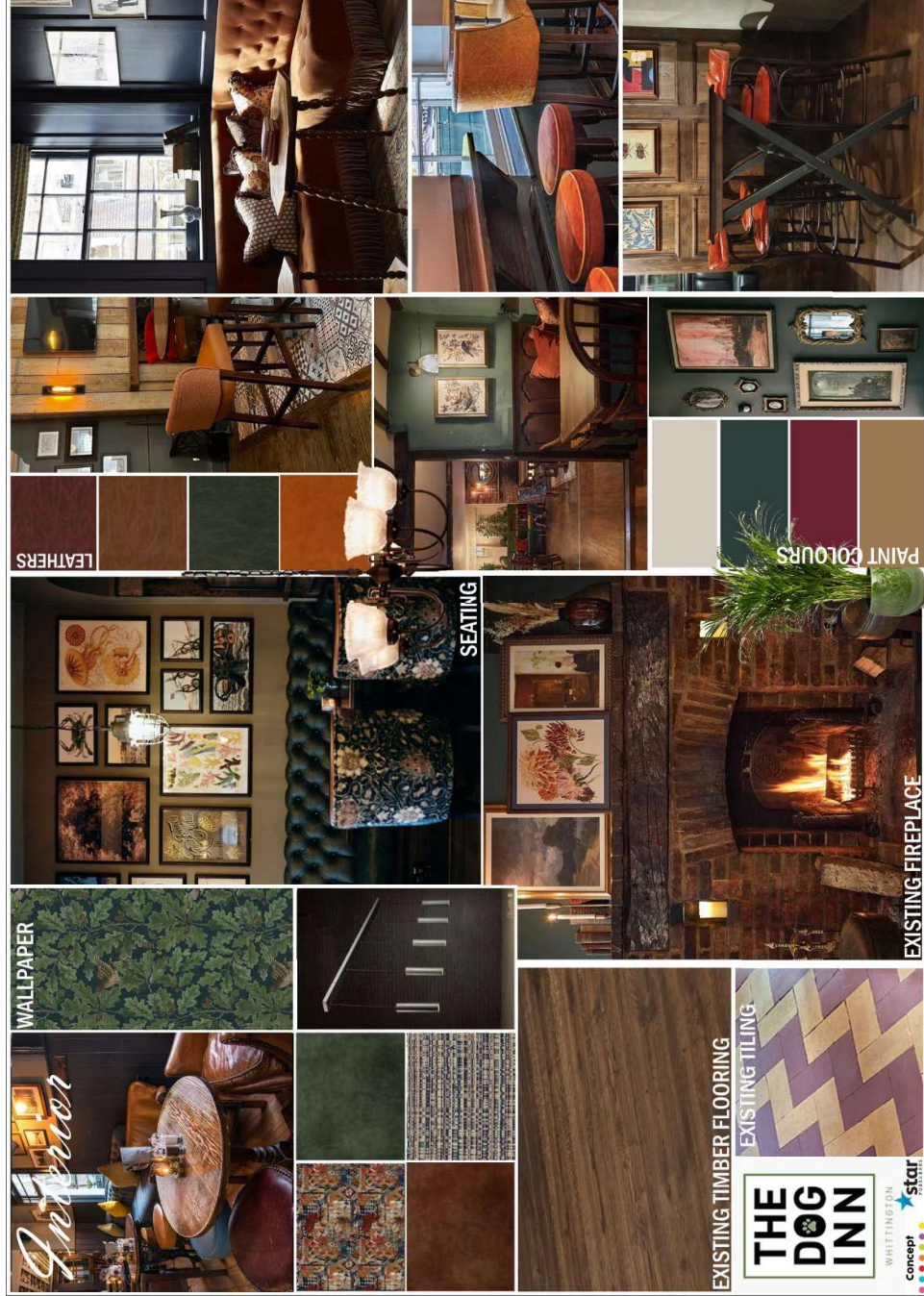
Coffee:

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

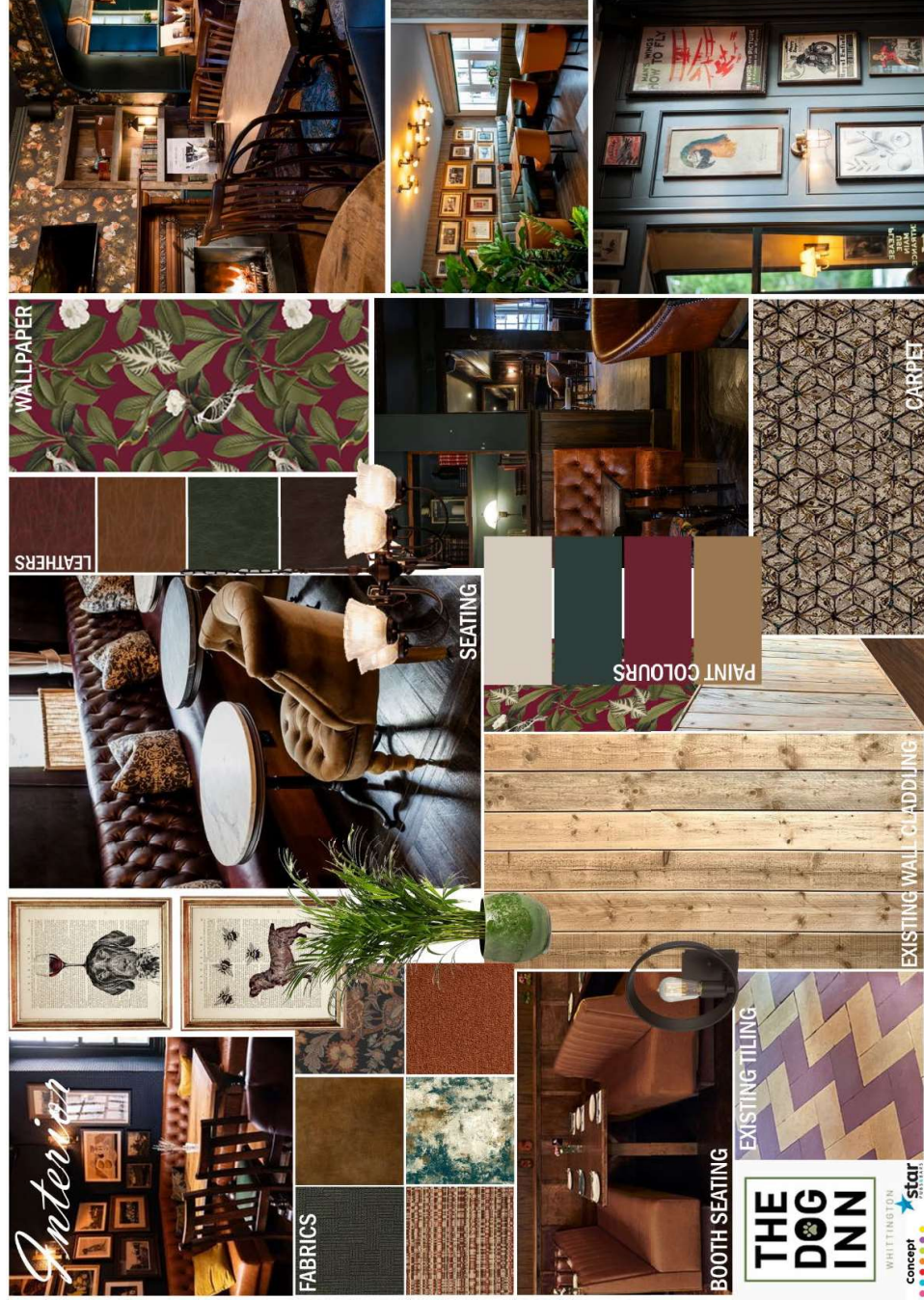
Events:

- The pub will offer live sport and music. The licensee can also host entertainment catered to customer demand. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

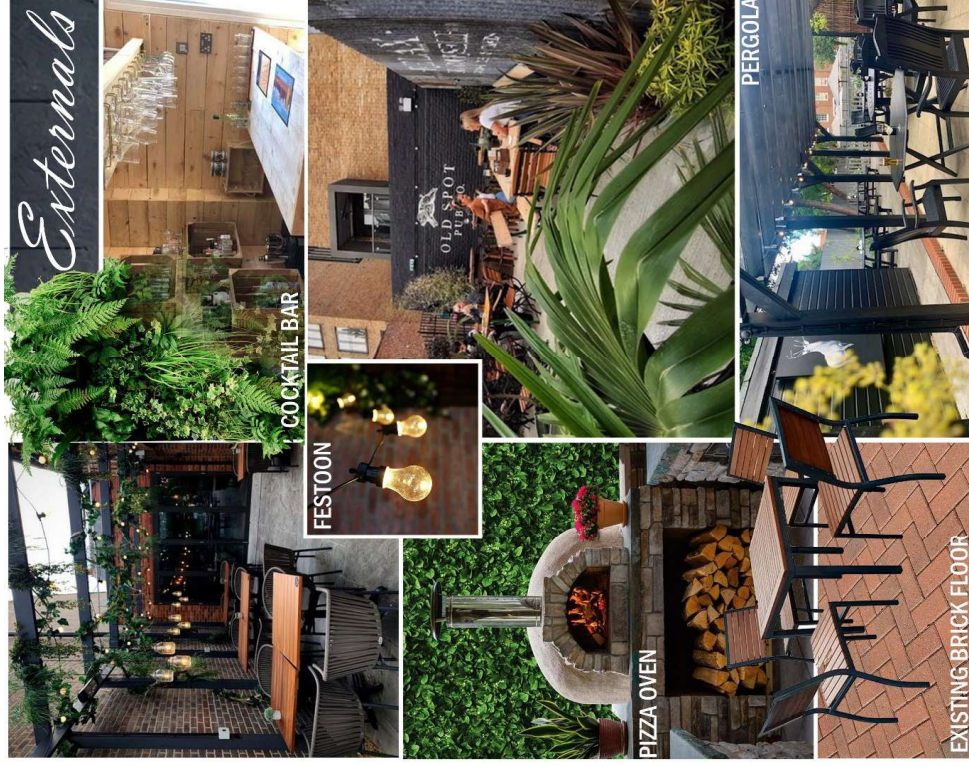
Internal Mood Board



Internal Mood Board



External Mood Board



Rendered Floor Plan



Floor Plans & Finishes

1

General Trade Areas:

- Install a new door to the living room in the private accommodation.
- Ensure fireplaces are in working order.
- Retain existing hard flooring and Victorian floor tiles where possible.
- Replace carpets where needed.
- Redecorate the toilets.
- Retain and refurbish loose furniture where appropriate.
- Reupholster existing fixed seating.
- Install new fixed seating where required.
- Add new wallpaper.
- Retain wall panelling in the drinking area.
- Ensure the kitchen ceiling meets fire safety standards.

2

Cellar:

- Service the cellar cooling system.
- Replace the existing HEINEKEN SmartDispense system with updated pods.



Floor Plans & Finishes

3 Bar Area:

- Install a new glasswasher.
- Add a new ice machine.
- Fill and seal the service hatch to the bar for a neat finish.
- Install a new coffee machine.
- Replace the hand wash basin.
- Install a new sink drainer.
- Add tiled sections to the back bar for visual interest.
- Relocate the till points from the rear of the bar.

4 Ladies & Gents Toilets:

- Redecorate throughout.
- Install new lighting in the toilets.
- Add new artwork and fittings.
- Retain existing gents' wall tiles.
- Add half-height wall panelling and wallpaper above the vanity in the ladies' toilets.
- Deep clean the ladies' floor.
- Acid clean the gents' floor.
- Install new vanity units and basins in the ladies' toilets.

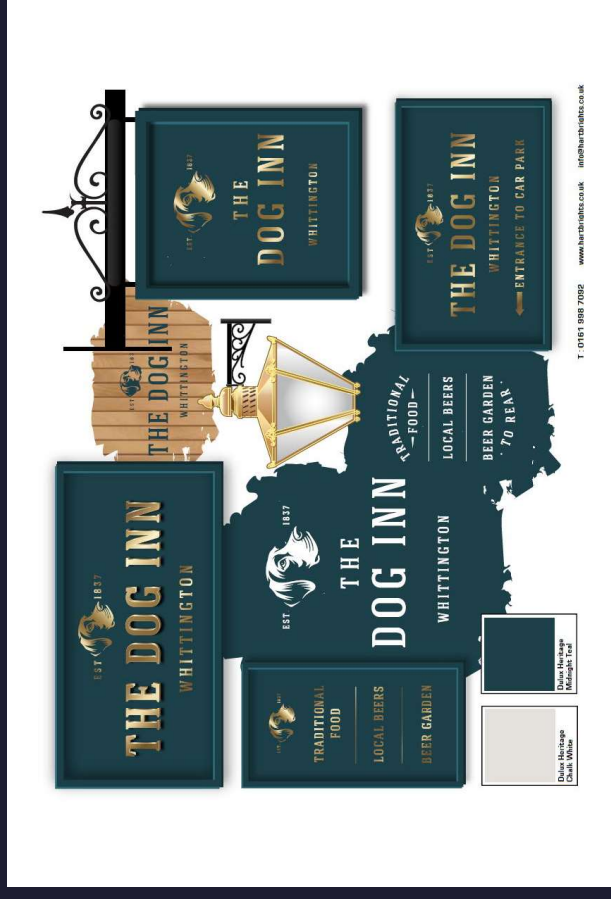


External Refurbishment



Signage and external works:

- Redecorate the exterior and update signage.
- Repair and redecorate the cocktail bar exterior.
- Repaint the cocktail bar façade.
- Retain the existing pizza oven and pergola screens.
- Jet wash the brick flooring.
- Add new outdoor furniture.
- Install new festoon lighting.
- Repair the broken gate.



- Install timber slate tiles at the entrance roof.
- Add a polycarbonate roof to half of the pergola.
- Repaint parking space lines in the car park.
- Build a new bin storage area.
- Use the existing shed for freezer storage, ensuring there's adequate power supply.
- Fence off the bin area.
- Add a new gate at the top of the steps and a larger gate for deliveries.
- Inspect and repair the cellar flaps.



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

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