



# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Griffin, Chesham Pub Refurbishment!

Located just outside Chesham's bustling town centre, this pub offers excellent visibility and convenience. With a full refurbishment planned for both the interior and exterior, it will become a stylish and welcoming community local that caters to a wide range of customers. Offering 59 indoor and 42 outdoor covers, the pub's all-day trading, quality food and drink options, and an extensive garden with parking make it a standout venue for locals and visitors alike.

### Elevate Your Investment: Witness the Transformation

Whether it's enjoying classic pub food, watching live sports, or taking part in quizzes and entertainment, the pub will provide something for everyone. Its varied offerings and relaxed yet vibrant atmosphere will appeal to the high- and medium-affluence community within walking distance. A community-focused operator, even with limited experience, will find the space primed for success with its wide-ranging appeal and versatile trading opportunities.

# About the Opportunity

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## Target Customers

### Local Residents:

- High- and medium-affluence locals looking for a relaxed spot to enjoy quality food, drinks, and entertainment. They'll value the convenience of a nearby, welcoming community hub.

### Social Gatherers:

- Groups of friends and families seeking a lively venue for events like pub quizzes, live entertainment, or casual sports viewing. The diverse activities make it a social hotspot.

### Daytime Diners:

- Locals and visitors looking for a place to grab a satisfying meal or coffee throughout the day. The combination of pub classics and a relaxed environment ensures it caters to a wide audience.

### Sports Enthusiasts:

- Sports enthusiasts drawn to the pub's live sports offerings, pool table, and darts. The comfortable setting and great drinks selection make it ideal for game days.

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## The Offer

### Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, spirits, wines, some cocktails along with a great range of soft drinks and low & no options. This variety caters to everyone, ensuring the pub appeals to a broad audience.

### Food:

- A straightforward menu of classic pub favourites will 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 offer live sports and entertainment, quizzes, pool and darts. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

# Internal Mood Board



# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Bar Area & Servery:

- Complete full decorations, including woodwork.
- Clean and restore existing flooring.
- Install new window blinds.
- Remove sections of backfitting to create open areas and improve flooring.
- Replace pool tables with new poseur furniture.
- Add new decorative bric-a-brac.
- Strip, refresh, and enhance the bar top.
- Remove the over-bar canopy

## 2 Restaurant Area:

- Complete full decorative works.
- Added new furniture.



# Floor Plans & Finishes

## 3 Lounge Area:

- Complete full decorations, including woodwork.
- Reuse and reposition existing bric-a-brac.
- Install new carpet.
- Retain existing furniture with no modifications.
- Strip, stain, and repolish bar tops.
- Install new window blinds.

## 4 Ladies & Gents Toilets:

### Ladies:

- Complete full decorative works.
- Install an electric panel heater.
- Contract specialist cleaning for flooring.
- Clean wall tiles below the urinals.

### Gents:

- Complete full decorative works.
- Install new light fittings as per the design plan.





# External Refurbishment



## Signage and external works:

- Complete all decorative works to the exterior.
- Install new signage and lighting.
- Add new furniture to the front elevation.
- Jet wash and refresh paving areas at the front and back.



## 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)

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