



THE SPREAD EAGLE



18C39

MAIN FACIA, DOORS, LOWER PANELS



18C35

GROUND FLOOR WINDOW, DOOR SURROUNDS



18C31

PANES, OTHER WINDOW, TIMBERS AT HIGH LEVEL

REPOSITION EXISTING CAR PARK SIGN TO FRONT ELEVATION



The Spread Eagle, 267 Victoria Avenue, Southend On Sea, SS2 6NE



# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Spread Eagle. Southend Pub Refurbishment!

Located just outside Southend town centre and next door to Southend Football Club, this pub is ideally positioned to attract a steady flow of customers from the local community, sports fans, and visitors. With a full refurbishment inside and out, including a newly designed external courtyard, it will transform into a high-quality community wet-led pub. Offering 68 internal and 58 external covers, it will provide an inviting space for customers throughout the day.

### Elevate Your Investment: Witness the Transformation

This pub will stand out from competitors with its extensive courtyard, all-day trading potential, and a strong focus on entertainment, including live sports, quizzes, pool, and darts. Its welcoming, social environment makes it ideal for locals looking for a go-to venue to meet friends and unwind. A community-focused licensee, even with limited experience, will thrive in this setting, creating a well-run, vibrant hub for regulars and new visitors alike.

# About the Opportunity



## Target Customers

### Local Residents:

- A mix of medium-affluence locals looking for a friendly and relaxed space to socialise, enjoy a drink, and take part in pub entertainment. The pub's welcoming atmosphere and strong drinks offer will make it a regular go-to.

### Sports Fans:

- Football supporters and sports enthusiasts who want a lively venue to enjoy live matches with a great atmosphere. The pub's location next to Southend Football Club and its dedicated sports offering will make it a matchday favourite.

### Social Gamers:

- Customers interested in casual pub games like pool and darts, seeking a laid-back but sociable space to compete and connect with others.

### Sports Enthusiasts:

- Locals drawn to the pub's live entertainment, quiz nights, and social events. The varied calendar will help keep the pub buzzing throughout the week and attract a wide audience.

# About the Opportunity



## The Offer

### Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, premium spirits, wines, and soft drinks, with a full selection of low- and no-alcohol options. With an emphasis on quality and variety, the drinks offer will appeal to a broad audience, making the pub a go-to choice for the local community.

### Food:

- This will be a wet-led pub with no dedicated food offer. However, bar snacks may be available to complement the drinks range.

### Coffee:

- A simple coffee offering will be available, catering to daytime visitors and non-drinkers, helping to broaden the pub's appeal.

### Events:

- The pub will host live sports, quizzes, pool, and darts, creating a lively and engaging atmosphere. A varied programme of entertainment will ensure a steady flow of customers throughout the week, making the pub a central hub for the community.

# Internal Mood Board

## Bar Area



# Internal Mood Board



New spotlights.



TV Locations in Backfitting.

**Bar Counter**

Add new shelving to exiting backfitting. Paint / Tile rear panels.



Ceramic Feature tile or painted t&g to panels of Backfitting

New Wall Lights.



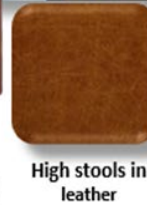
Ceramic Tile



Add mirrored panel to backfitting.



Add new pilasters to bar counter to break up front and paint inset t&g.



# Internal Mood Board



# Internal Mood Board

## Ladies Toilets



New Single Pillar Tap



Check and test Hand Dryers.

Existing Wall Tiles remain

Existing Ceramic Floor Tiles remain.



Paint colours



Paint colours



Formica for new Vanity  
downstand.



New Vanity base style.



# External Mood Board

## Beer Garden

Utilize perimeter walls to improve signage.



Add new A framed Signage



New Fairy Lights to canopy



3 x New Planters to be filled by others.



New Furniture to supplement existing.



New planters with posts supporting fairy lights.



Refurbish exg. Furniture

# Rendered Floor Plan



# Floor Plans & Finishes

## 1 General Trade Areas:

- Retain existing pendant lighting.
- Add new shelving to backfitting display.
- Refurbish existing poseur stools.
- Install new timber flooring.
- Feature new vinyl timber entrance flooring.
- Reupholster existing settle seating
- Install a new tiled bar apron.
- Apply new paint colours to walls.
- Upgrade wall light fixtures.
- Update upholstery fabrics.

## 2 Bar Servery:

- Retain and repaint overbar pendants.
- Install new spotlights.
- Add new shelving, tiles and mirrored panels to backfitting
- Update bar counter paint and add new pilasters.
- Introduce new high stools in leather.



# Floor Plans & Finishes

## 3 Ladies Toilets:

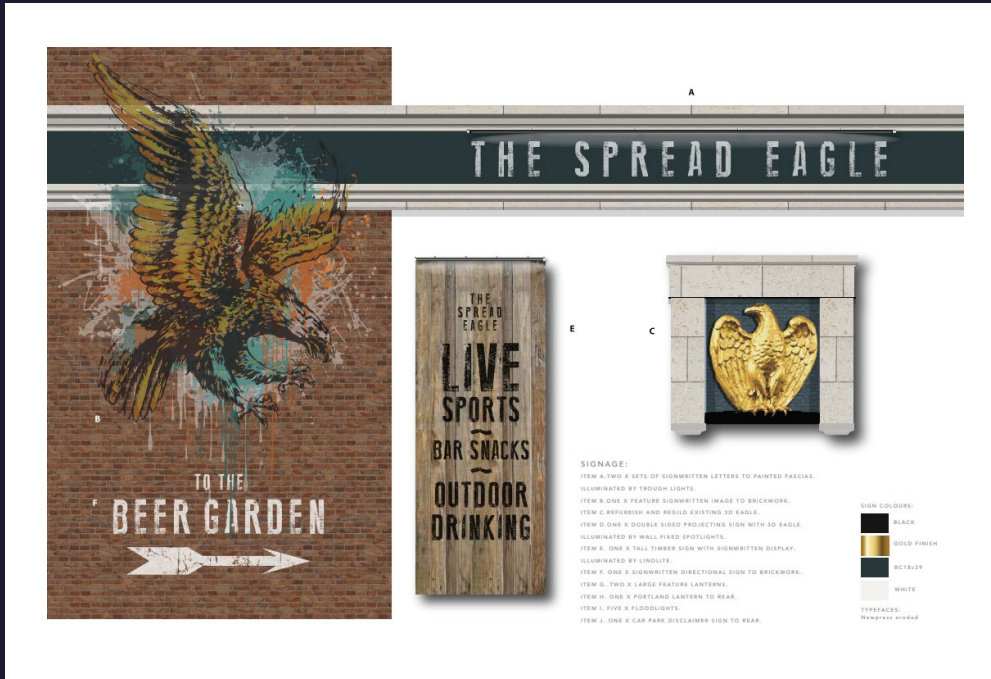
- Install new single pillar taps.
- Check and test hand dryers.
- Retain and repaint existing ceramic wall tiles.
- Retain existing ceramic floor tiles.
- Apply new paint colours to walls.
- Install a new Formica vanity countertop.
- Update vanity base style.

## 4 Games Area:

- Retain and refurbish walls and timber flooring.
- Install new pendant and wall lighting.
- Introduce new ribbed painted panel behind darts board.
- Install additional TV screens in new locations.
- Update fixed seating upholstery.
- Add new furniture styles to complement existing pieces.



# External Refurbishment



## Signage and external works:

- New external signage and lighting scheme.
- Utilise perimeter walls for improved signage.
- Install new framed signage.
- Introduce new fairy lights to the canopy.
- Add new planters with posts supporting fairy lights.
- Install three additional planters for decorative planting.
- Refurbish existing outdoor furniture and add new pieces where needed.



THE SPREAD EAGLE



**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.

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

● The Spread Eagle, 267 Victoria Avenue, Southend On Sea, SS2 6NE ●