**Star Pubs & Bars – I4S Briefing Document**

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| **Asset Checklist** | |
| * Rendered floor plans & document with all works typed out (YES/NO) * Mood boards (YES/NO) * Post-refurbishment external shots (day & night) (YES/NO) * External signage visuals (YES/NO) * 3 images that represent how the pub will look post refurb (YES/NO) | |
| **Location** | |
| Where is the pub located? | In the centre of the Nottinghamshire village of Gotham |
| What is unique about this area surrounding the pub? Is it close to any landmarks? | <https://en.wikipedia.org/wiki/Gotham,_Nottinghamshire> See Wiki description of the history of Gotham and it’s supposedly mad residents from the time of King John and has links to the Gotham City in the Batman comics!!  The site is close to the village Church where additional parking can be found. |
| What are the demographics surrounding the pub like? | Gotham is a relatively small village, home to just over 1,300 adults who are mainly of Mid to High affluence and typically 50+ years old. |
| How many people live within walking distance of the pub? | See above |
| How many competitors are there? / Who are the pubs main competitor? | 2 other pubs. Both wet led |
| **Target customers** | |
| Who will this pub appeal to once it has been refurbished? | Locals and people from other surrounding villages looking for a fantastic, cosy, traditional pub serving home cooked food and being famous for it’s cask ales. |
| **Potential** | |
| Where do you see the potential for this pub? | Creating a real niche as the premium feeling food pub in the village and building on its cask ale reputation to be the drinking connoisseurs local of choice. |
| What kind of operator/licensee is best suited for this pub? | Preferably local to the area with some experience of running a pub and a kitchen. Food is expected to be good home cooked pub food rather than restaurant quality. |
| How many covers does the pub have? | 90 in total with approximately 40 in the lounge/dining area and 50 across the bar and snug areas. |
| **The refurbishment** | |
| What are we planning on refurbishing inside the pub? | The lounge will have a full refurbishment including new floor coverings, fixed seating, lighting and bric a brac to create a much more comfortable and premium feeling dining space.  The snug area will retain it’s existing tiled floor and open fires but be redecorated with a new window opening created to add visibility for customers entering using the side entrance and provide visibility into the bar/games area. This aea will have it's wooden floor refurbished as well as new wall coverings, light fitting and fixed seating. |
| What are we planning on refurbishing outside the pub? | New signage and lighting to the front and side elevations with enhancements made to the fantastic rear garden and patio with new furniture and a new paved area with new covered pergola |
| What ‘style’ will the pub be? | Classic premium village local |
| **The offer** | |
| What will the new drinks offer be? | Premium lagers and a great range of up to 5 cask ales alongside premium wines and spirits and a small range of cocktails. |
| What will the food offer be? | Home cooked pub classics |
| Will there be a coffee offer? | Yes but low volume so don’t make a feature of it |
| What entertainment/events will there be in the pub? | Weekend entertainment, probably monthly, alongside a good community rhythm of the week such as quiz nights |
| **Private accommodation** | |
| What type of accommodation does it have? (i.e. flat, two stories etc) | Separate accommodation on the 1st floor featuring Lounge, Kitchen, Bathroom and 3 Bedrooms |
| How many bedrooms? |  |
| What other rooms? (kitchen, living room, bathroom, office etc) |  |