



About the Opportunity



Why Invest?

Exciting Opportunity: Old Chequers, Hemel Hempstead Pub Refurbishment!

Nestled in the peaceful countryside just outside Hemel Hempstead, this pub offers a rare opportunity to attract a wide range of customers - from local families and countryside walkers to office workers and couples seeking a relaxing spot. The area combines the charm of rural life with easy access to a nearby town, and with over 230,000 adults within a 20-minute drive, there's significant potential to build a loyal following without facing immediate competition.

Elevate Your Investment: Witness the Transformation

We're making a substantial investment to transform both the inside and outside of the pub, bringing in a fresh design, new signage, and a warm, inviting ambiance. The revamped food and drink offerings will feature a full pub menu, a complete drinks range with alcohol-free options, and a dedicated coffee selection. With the added appeal of quiz nights, tastings, and special food events, this pub is primed to become a year-round destination for locals and visitors alike.

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Target Customers

Local Residents:

- Local families seeking a cosy, welcoming spot for meals will enjoy the pub's relaxed atmosphere and varied, family-friendly menu, making it ideal for regular outings or special occasions.

After-work Socialisers:

- Office workers from nearby towns looking to unwind after a long day will appreciate the range of drinks, locally-sourced menu options, and the scenic surroundings for a refreshing escape from the daily grind..

Weekend Walkers:

- Hikers, walkers, and countryside tourists exploring the area can stop by for hearty meals, refreshing drinks, and a comfortable setting to recharge, making it a perfect rest spot on their journeys.

Mature Couples:

- Couples with a bit more leisure time, especially those looking for a quality dining experience in a scenic location, will find the pub's ambiance, events like wine and gin tastings, and thoughtful menu an ideal fit for their outings.

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The Offer

Drinks:

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

Food:

- A straightforward pub menu with plenty of crowd-pleasing pub classics.

Coffee:

- A straight-forward coffee offer will help widen the appeal of the pub towards those looking for something other than a cold drink.

Events:

- The pub will offer a range of events such as gin and wine tasting. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

Internal Mood Board

The Old Chequers, Gaddesdon



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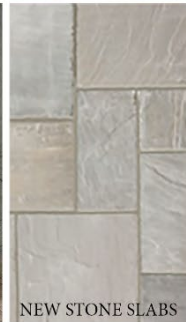
WALL HUNG PLANTERS



FESTOON LIGHTING



PENDANT TO HUT



NEW STONE SLABS



UPLIGHTERS



Internal Mood Board

The Old Chequers, Gaddesdon



NEW FLOOR TILE TO LADIES



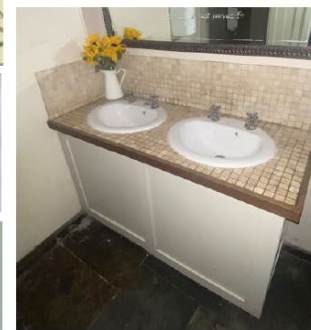
NEW RUSTIC MIRROR TO VANITY



WALLPAPER TO LADIES



WALL PAINT



EXISTING VANITY

Rendered Floor Plan



Floor Plans & Finishes

1 General Trade Areas:

- Refinish the bar countertop with a rustic timber front and matte finish.
- Add new backfitting with lighting, mirrors, shelving, and feature tiles.
- Introduce a mix of furniture, including large armchairs.
- Install roman blinds.
- Retain existing features and complete interior decorations.
- Maintain tiled flooring; replace sections with timber or tiles as needed.
- Add new fixed seating at poseur height.
- Feature the dining area fireplace (non-functional).
- Deep clean stone flooring and apply decorative wallpaper.
- Reupholster fixed seating and add glass shelving to the wine cabinet.
- Install new parquet or timber flooring where required.
- Refurbish existing furniture; replace only where specified.
- Incorporate existing bric-a-brac, adding new items as needed.



Floor Plans & Finishes

2 Ladies & Gents Toilets:

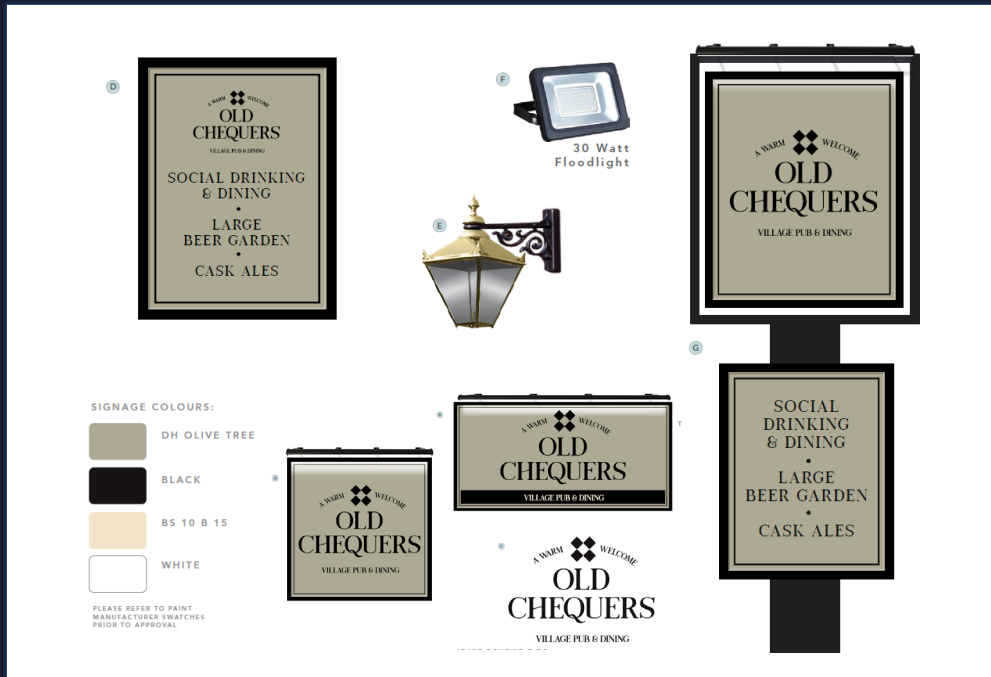
- Clean and regrout gents' wall tiles.
- Retain stone flooring in both ladies' and gents' toilets.
- Add decorative wallpaper above tiles in the ladies' restroom.
- Replace ironmongery, refurbish vanity units, and complete decorations.
- Ensure proper mechanical ventilation.

3 Kitchen & Cellar:

- Install kitchen layout per supplier specifications.
- Deep clean wall tiles and ensure secure fitting.
- Repair and clean the walk-in fridge freezer.
- Update electrical and mechanical systems as needed.
- Decorate and install new flooring.



External Refurbishment



Signage and external works:

- Conduct essential repairs before redecorating.
- Redecorate exterior surfaces.
- Update signs and lighting, subject to planning approval.
- Power wash and mark car park with white lines.
- Service oil tank, check filters, and add fencing and gates.
- Remove and tidy planting boxes on first-floor windows.
- Install decorative lights on trees after pruning and tidying.
- Trim, clean, and treat the garden.
- Refurbish side planters and remove the play kit.
- Re-stain and repair fencing around the patio and install festoon lighting.
- Restore and stain rear garden fence and perimeter.
- Expand car parking area.



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.

 08085 94 95 96

 www.starpubs.co.uk

● Old Chequers, Gaddesden Row, Hemel Hempstead, HP2 6HH ●