



# About the Opportunity



## Why Invest?

### Exciting Investment: The Swan Hotel Pub Refurbishment Opportunity!

This is a unique opportunity to run a pub in the heart of Downham Market, a bustling town with a strong community spirit. The pub is in a prime location, surrounded by shops and amenities, with 9,000 adults living within a 20-minute walk. This area is growing rapidly, with new housing developments and excellent rail links to Cambridge and London. The pub faces minimal competition, with only one competitor nearby and a Wetherspoons in town.

### Elevate Your Investment: Witness the Transformation

The pub is undergoing a complete refurbishment, inside and out, transforming it into a premium local spot. It will offer a wide range of drinks, including non-alcoholic options, and serve classic pub food. The pub will have a vibrant atmosphere with regular live entertainment and a dedicated sports area. With seating for 30 inside and 36 outside, it's perfect for an operator with or without food experience. The pub also comes with first-floor private accommodation featuring three bedrooms, a kitchen, living room, bathroom, storage, and office space. This is an opportunity to make the pub a central part of Downham Market's thriving community.

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## Target Customers

When refurbished, The Swan Hotel will appeal to:

### Local Residents:

- Residents will appreciate a welcoming place to relax and enjoy a meal or drink, especially with the pub's central location and easy access. The refurbished pub will offer a cosy atmosphere and become a community hub for regulars.

### Commuters:

- With excellent rail links to Cambridge and London, commuters can stop by for a coffee in the morning or unwind with a drink in the evening. The pub's convenient location near transport links makes it an ideal spot for a quick visit.

### Market Visitors:

- The pub will attract visitors on market days who are looking for a place to take a break and enjoy some food and drink. The vibrant market atmosphere will draw in shoppers and traders alike.

### Sports Enthusiasts:

- Sports enthusiasts will be drawn to the dedicated sports area and full sports package on offer. Live entertainment and events will make the pub a lively spot for watching games and socialising with fellow fans.

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## The Offer

When refurbished, The Swan Hotel will offer:

### Drinks:

- Full Heineken range of beers and ciders, including 0.0 options to satisfy every palate.

### Food:

- The pub can offer a great range of crowd-pleasing pub classics.

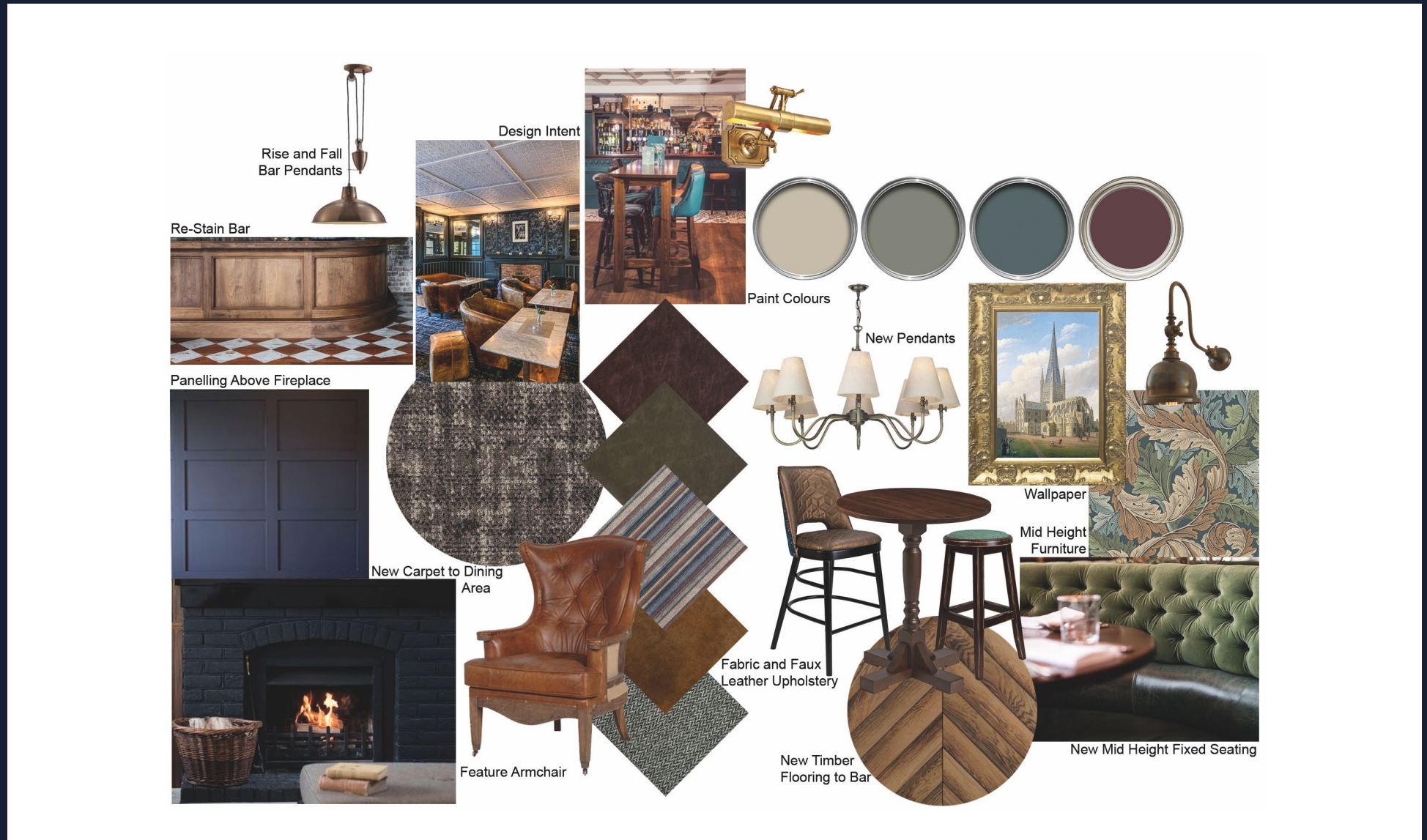
### Coffee:

- A bean-to-cup offering, offering a satisfying brew every time.

### Events:

- A strong rhythm of the week, with live entertainment and a live sports package – shown in a dedicated area within the pub – will attract a range of patrons from the surrounding area and afar.

# Internal Mood Board



# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Main Trading Area

- Full internal redecoration.
- New timber effect vinyl flooring to the lounge and sports area.
- Bar and upper backfitting to be renewed.
- Strip and restain existing bar front and decorate cladding.
- Retain and refurbish existing tiling.
- Addition of new fixed seating area.
- Strip back existing fireplace to stonework.

## 2 Ladies & Gents Toilets

- Full internal redecoration.
- New floor coverings, sanitaryware and tiling.

## 3 Kitchen & Cellar

- Provision of trade kitchen on the first-floor level.
- Renewal of kitchen equipment.
- Servicing of cellar cooling plant.



# External Refurbishment



## Signage and external works

- Full external redecoration.
- New signage and lighting scheme.
- New roofing to existing covered area in rear yard.
- Added festoon lighting to the coaching arch.
- Brand new gates for the coaching area.





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## 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? Call us today.

☎ 08085 94 95 96

Or visit

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

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