



# About the Opportunity



## Why Invest?

### Exciting Opportunity: The Chough, Brentwood Pub Refurbishment!

We're investing in The Royal Oak in Brentwood, Essex, to revitalise this community pub. As the only pub situated in the heart of a housing estate, it serves over 7,000 residents within walking distance and has no direct competition nearby. The renovation will include new signage, refreshed interiors, and enhanced outdoor areas like the garden and car park, ensuring The Royal Oak becomes a welcoming space for locals, from families to sports enthusiasts.

### Elevate Your Investment: Witness the Transformation

This is a great opportunity for both new and experienced licensees. With our investment, the pub's two-bar layout, a strong drinks selection, and live sports on offer, The Royal Oak is primed to become a go-to spot for the local community.

# About the Opportunity

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## Target Customers

### Families:

- With the pub located in the middle of a housing estate, families will appreciate the welcoming environment, especially after the refurbishment. The garden and community vibe make it an ideal spot for relaxed outings.

### Sports Enthusiasts:

- The pub's live sports offering, including multiple screens and a dedicated sports bar area, will attract local sports enthusiasts. It's the perfect place to watch games with a lively crowd.

### Mature Residents:

- From quizzes to live music, The Royal Oak will appeal to those who enjoy local events and entertainment. Its position as a community hub will draw in those looking for a fun and social atmosphere.

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## The Offer

### Drinks:

- A full range of beers, ciders, cask ales, low & no alcohol options, wines, spirits, and soft drinks. Being a community wet-led pub, we expect there to be a good demand for session lagers, premium beers and spirits.

### Coffee:

- Quality coffee can be offered, attracting to daytime visitors and non-drinkers, broadening the pub's appeal.

### Events:

- Live music, quiz nights, live sports, darts, and pool, tailored to customer demand. These events will create a vibrant, community-focused atmosphere and will drive a strong rhythm of the week.

# Internal Mood Board



# Rendered Floor Plan



# Floor Plans & Finishes

## 1 Trade Area Upgrades:

- New internal decorations featuring stylish wallpaper and timberwork.
- Fresh floor finishes with LVT, carpet, and matting.
- Adaptive lighting with LED upgrades and dimmer-controlled ambiance.
- Feature wall and backlit mirrors, bottle steps, and timber details to create a unique atmosphere.
- New power outlets for entertainment setups, including TV points.
- Installation of a fixed drink shelf with a short screen for added convenience.
- New seating with USB ports to enhance customer comfort.



# Floor Plans & Finishes

## 2 Bar & Seating Area:

- Brand new dartboard setup with electronic scorer, halo light, and stylish surround.
- Modern fixed-height seating with USB inserts for charging devices.
- Refreshed bar front with polished and repainted wood for a premium feel.

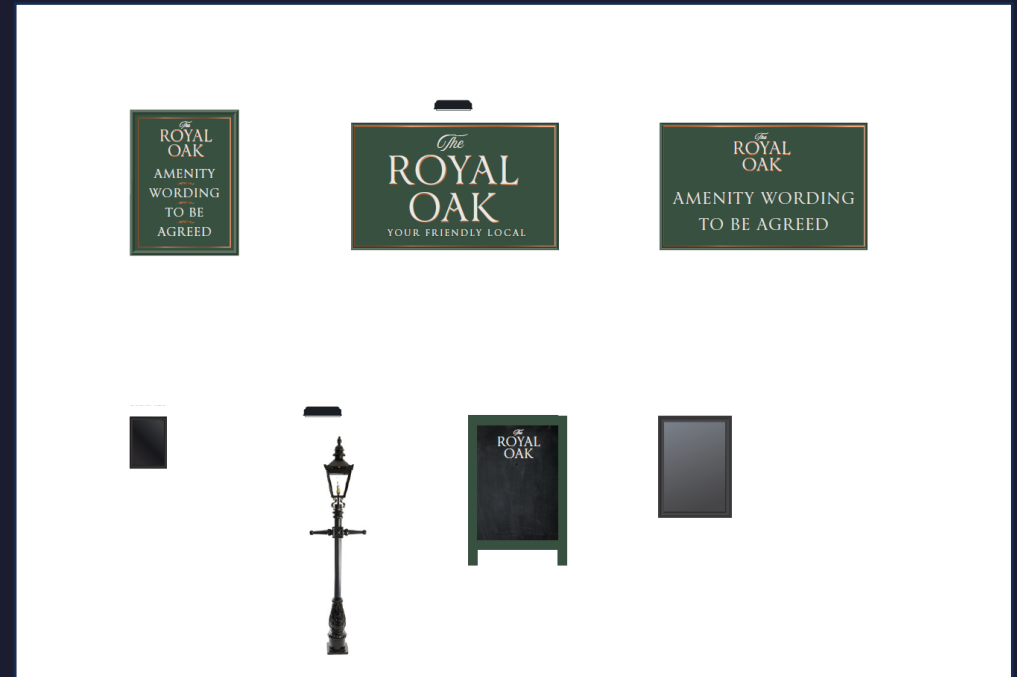
## 3 Ladies & Gents Toilets:

- Complete decor refresh.
- New tiling, vanity units, and sinks.
- Fresh, clean vinyl flooring for a polished finish.
- Sanitaryware updates and resealing for comfort and cleanliness.





# External Refurbishment



## Signage and external works:

- New signage and lighting for a fresh, inviting look.
- Cedar boarding to enhance the external facade.
- Car park to be jet-washed, dew-cleaned, and white-lined.
- Fencing and shelter decorations to add curb appeal.



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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? Get in touch.

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

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