



# About the Opportunity



## Why Invest?

### Exciting Opportunity: Brown Cow, Cockermouth Pub Refurbishment!

We're transforming the Brown Cow in Cockermouth into a standout pub with a full refurbishment inside and out. Located in the heart of this Georgian town near the Lake District, it's perfectly placed to attract affluent locals, day-trippers, and tourists. With traditional Cumbrian food, quality entertainment, and a fresh, inviting look, this pub is set to become the best in town.

### Elevate Your Investment: Witness the Transformation

The Brown Cow will offer 56 covers inside, two-bedroom private accommodation upstairs, and an ambiance that shifts seamlessly from daytime dining to lively weekend evenings. Our investment ensures the pub stands out as a must-visit spot in a competitive area, appealing to a wide range of customers. If you have the skills and passion to run a versatile, food-focused pub with a community feel, this could be your chance to shine.

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## Target Customers

### Day-Tripping Tourists

- Visitors exploring Cockermouth and the nearby Lake District will be drawn to the pub's central location, traditional charm, and hearty Cumbrian food. Its welcoming atmosphere makes it an ideal spot to relax after sightseeing.

### Local Residents:

- Affluent locals within walking distance will appreciate the high-quality refurbishment and full menu, providing a reliable spot for casual meals, drinks, and socialising. The pub's community feel and entertainment options will keep them coming back.

### Weekend Socialisers:

- Younger groups looking for lively weekend nights will enjoy the pub's vibrant evening atmosphere with music, bands, and entertainment. It will be a great place to unwind with friends and enjoy the town's best pub experience.

### Food Lovers

- Diners seeking traditional Cumbrian dishes in a warm, characterful setting will find the pub's food offer hard to resist. The comfortable interiors and friendly service will appeal to those after a relaxed meal out.



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## The Offer

### Drinks:

- The Brown Cow will offer a wide range of drinks, including premium lagers, ciders, spirits, wines, some cocktails along with a great range of soft drinks and low & no options. This variety caters to everyone, from regulars enjoying beers to visitors seeking a more premium experience, ensuring the pub appeals to a broad audience.

### Food:

- The pub will offer a full menu of traditional Cumbrian dishes, celebrating the region's flavours with hearty, locally inspired meals. Designed to appeal to both day-trippers and locals, the menu will provide a high-quality dining experience in a welcoming, traditional setting.

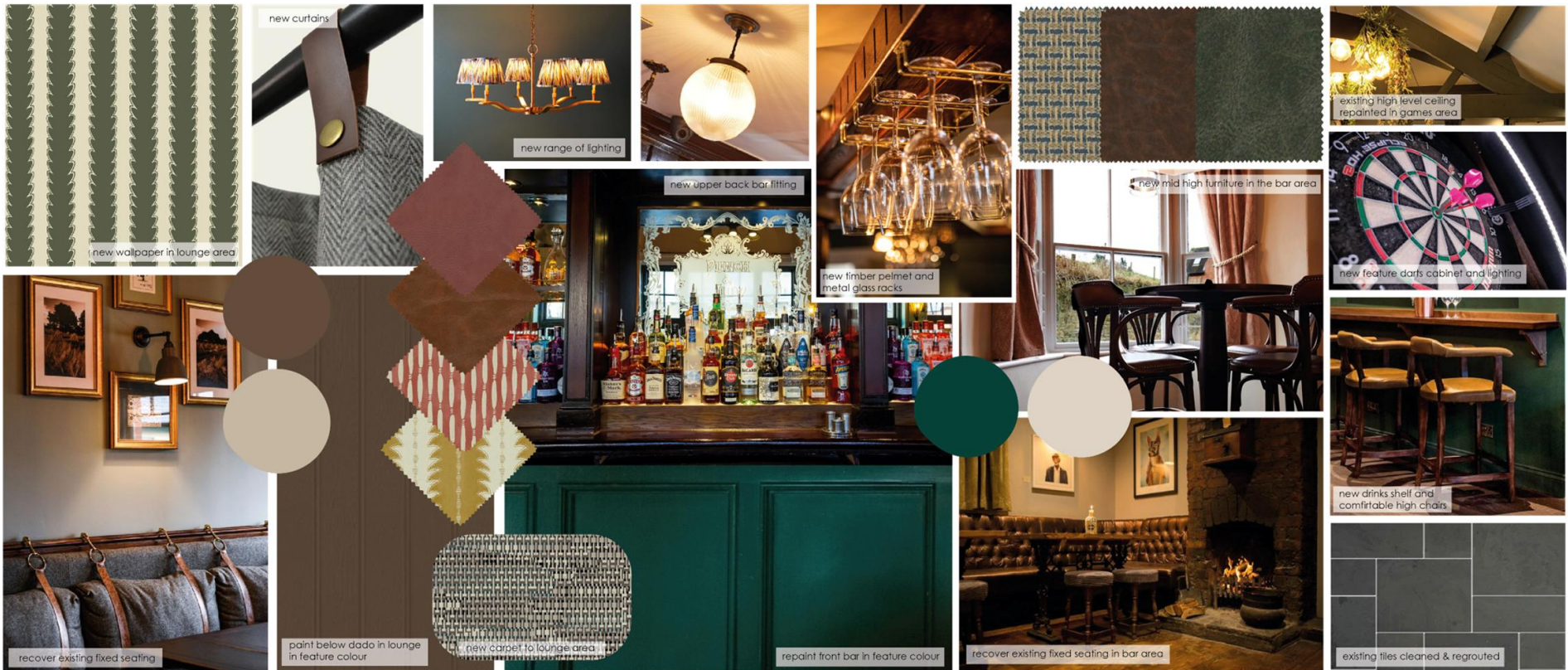
### Coffee:

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

### Events:

- The pub will offer live sports, weekend disco and music from local bands, DJ sets, pub games, and pub quizzes. These events will create a vibrant atmosphere and will drive a healthy rhythm of the week.

# Internal Mood Board





# Rendered Floor Plan



# Floor Plans & Finishes

## 1 General Trade Areas:

### Ground Floor Bar Area:

- Ensure property is compliant for electrical, gas, emergency lighting and fire alarm systems.
- Full internal decorations.
- Existing tiles cleaned, existing timber sanded and repolished.
- New carpet.
- New nosings to steps.
- Check flue to fireplace.
- New upper backfitting display.
- Sand and repolish bar counters and refresh joinery.
- Remove existing overbar, new timber pelmet, metal frame racks.
- New feature darts cabinet and lighting.
- Reupholster existing fixed seating.
- Remove vinyls to trade area windows.
- Remove existing screen to lounge area and make good.
- New doors/existing modified in line with plan.
- New ironmongery to customer facing doors.
- Remove existing cupboard and make good, new partition to toilet access corridor.



# Floor Plans & Finishes

## 1 General Trade Areas (Continued):

### Ground Floor Bar Area:

- New timber drinks shelves.
- New TV's to new positions.
- New loose furniture.
- New fixed seating upholstery.
- New bric-a-brac.
- New light fittings.

## 2 Toilets:

- New vinyl floor.
- Full internal decorations.
- New vanity unit and WHB/ taps.

## 3 Back of House:

- Allow for repairs & redecoration throughout accommodation.
- Allow for new flooring to kitchen & bathroom.





# Floor Plans & Finishes

## 4 Cellar:

- Allow for decorations to beer cellar and make good ceiling with fireline plasterboard.

## 5 Kitchen:

- Works in line with kitchen contractors drawing. New equipment where required, note canopy/air input external ducting to remain as existing.
- Allow for minor wall repairs to kitchen area.
- Full internal redecoration.



# External Refurbishment



## Signage and external works:

- New signage scheme, allow for removal of existing signs and making good. New lanterns to front entrance door, new LED floodlights to building.
- Allow for external decorations to front elevation only including pre-decoration joinery repairs.
- Allow for joinery & render repairs to external yard areas.
- Allow to remove vegetation and clear gutters.



## 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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