





# About the Opportunity



## Why Invest?

### Exciting Opportunity: St. Anne's Well, Exeter Pub Refurbishment!

Located in the heart of Exeter's vibrant residential area, this pub is perfectly positioned between student housing and local communities, just 15 minutes from the city centre. With a full refurbishment inside and out, the pub will feature three distinct trading zones - an upstairs lounge, a dedicated sports area, and a lively bar space - giving customers the freedom to enjoy different atmospheres under one roof.

### Elevate Your Investment: Witness the Transformation

With 60 internal and 40 external covers, this high-street pub will offer a premium drinks selection, including cocktails and special offers, alongside a dynamic calendar of events to appeal to both key audiences. The ability to cater to students during term time while ensuring activity-driven events for the local community year-round makes this an exciting opportunity for an engaged operator. A strong focus on atmosphere, social occasions, and a well-zoned layout will ensure it stands out from the competitors in the area.

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## Target Customers

### Students:

- A major portion of the customer base, looking for an affordable yet stylish venue for socialising, pre-drinks, and group gatherings. The mix of cocktails, special offers, and live entertainment will make it a student hotspot.

### Local Residents:

- Those living in the surrounding residential area who want a welcoming community pub to enjoy drinks and events outside of the student rush. A well-balanced offer and local engagement will keep trade steady year-round.

### Sports Fans:

- Customers looking for a lively venue to watch live sports in a dedicated area with a great selection of drinks and an energetic matchday atmosphere.

### Social Groups & Event-Goers:

- People seeking a versatile venue for casual get-togethers, quiz nights, live music, or themed events. The upstairs lounge and multiple zones will make it a go-to destination for various occasions.

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## The Offer

### Drinks:

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

### Food:

- Offering to be confirmed based on operator input. Likely a casual, high-street-style food offer suited to social dining and group occasions.

### Coffee:

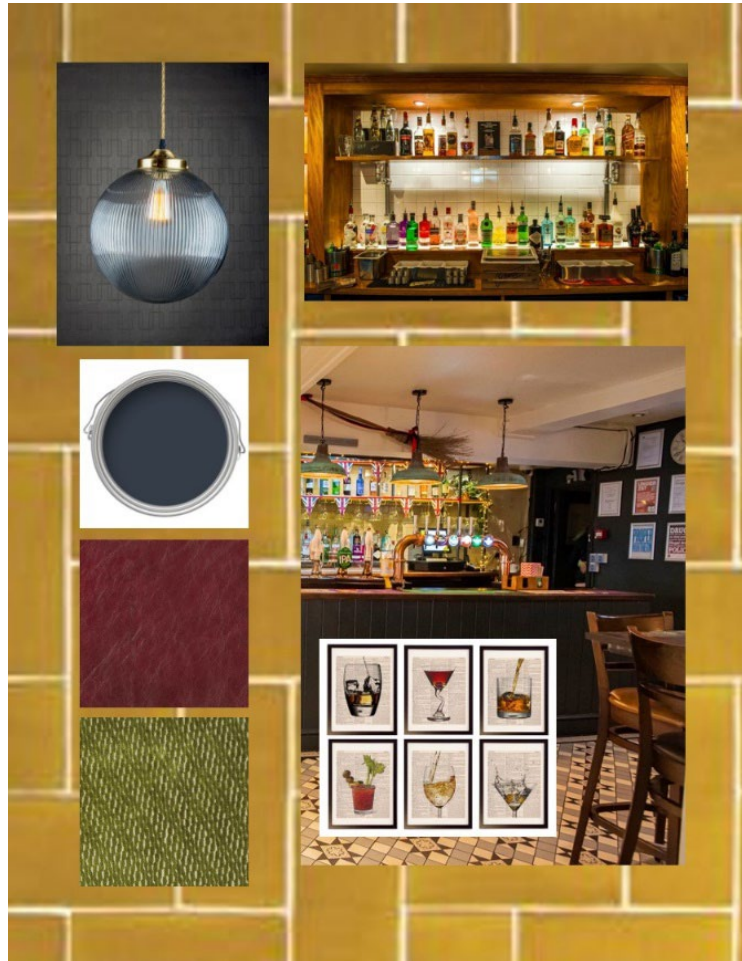
- Coffee can be offered, attracting daytime visitors and non-drinkers, broadening the pub's appeal.

### Events:

- A packed events programme featuring live sports, themed nights, quiz nights, and student-friendly promotions to create a fun and engaging atmosphere throughout the week.



# Internal Mood Board



# Rendered Floor Plan





# Floor Plans & Finishes

## 1 General Trade Areas:

- Strip out and removal of materials to facilitate refurbishment.
- Feature vertical timber cladding to the internal wall adjoining the pool area.
- Install two timber drinks shelving areas (Pool Area & AWP area).
- Complete new dart board surround.
- Boxing of services where necessary.
- Repairs to ceilings and walls.
- Repairs to joinery where previously damaged.
- Alterations to existing lighting to support the new layout and bar display area.
- Power modifications, including installation of USB sockets in the Lounge Area.
- Modifications to back bar fitting, including mirrors and shelving.
- Internal redecoration of walls, ceilings, and joinery.
- Feature wallpaper for two walls (Bar Area and Lounge Area).
- New carpet and matting for Lounge, Stairs, and Bar Area.
- Cleaning and repairs to retained timber and tiled floor finishes in Bar and Sports Area.



# Floor Plans & Finishes

## 1 General Trade Areas:

- New high-level fixed seating in the Pool Area.
- Re-upholstery of damaged fixed seating.
- Installation of mirrors in the trade area, back bar, and toilets.
- Supply of new light fittings and shades.
- New carpet and matting for the trade area.
- New bric-a-brac for decorative enhancement.

## 2 Ladies & Gents Toilets:

### Ladies:

- Internal decorations to ceiling and walls.
- New vinyl LVT flooring.
- Installation of a Perspex panel to roof light void.
- New lighting, sink, radiator and vanity unit.

### Gents:

- Internal decorations to ceiling and walls.
- Replace existing urinals, new wall tiling
- New vinyl LVT flooring, sink, radiator and vanity unit.





# External Refurbishment



## Signage and external works:

- Isolated repairs to external walls and rendered panels.
- Electrical works for signage and lighting.
- Installation of new signage and lighting.

- External redecoration of timber and masonry surfaces.
- Repairs to pitched and flat roofing and clearance of guttering/downpipes.
- Repairs to external joinery items.



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— PUBS —

## 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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