



The Estcourt Arms, St Johns Road, Watford, WD17 1PT

About the Opportunity



Why Invest?

Exciting Opportunity: Estcourt Arms, Watford Pub Refurbishment!

Located just outside Watford's busy town centre, this pub is set to benefit from a full internal and external refurbishment. With stylish new decor, updated signage, and an extensive courtyard, it will stand out as a premium local, perfect for all-day, all-week trading. The surrounding area features a high-affluence demographic, with 22,825 adults within a 20-minute walk and minimal direct competition - ideal for attracting a variety of customers.

Elevate Your Investment: Witness the Transformation

We're making a significant investment to transform this pub into a welcoming space that appeals to the local community and beyond. The offer includes a full drinks range (including alcohol-free options), a coffee offering, and entertainment like quizzes, pool, darts, and live events. The private three-bedroom accommodation adds further value, making this opportunity perfect for someone new to the trade or looking to grow their experience in a vibrant, community-focused venue.

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Target Customers

Local Professionals:

- Situated just outside the busy town centre, the pub is ideal for professionals seeking a spot to relax after work with a premium drink selection or coffee offering. Its proximity and quality atmosphere make it a great choice for informal meetups or solo downtime.

Community Socialisers:

- With live entertainment, quizzes, and sports screenings, this pub will attract locals looking for a lively place to socialise. The courtyard and refurbished interior provide a welcoming setting for gatherings.

Relaxed Families:

- The all-day, all-week trading approach makes this a convenient spot for families looking for a relaxed environment to unwind. With ample seating and a courtyard, it's an inviting space for casual visits.

Sports Enthusiasts:

- Offering sports on TV alongside darts and pool, the pub will appeal to fans wanting a great atmosphere to watch matches or engage in games with friends. The quality drink range adds to the experience for this crowd.

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The Offer

Drinks:

- The pub will offer a wide range of drinks, including lagers, ciders, spirits, wines, 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.

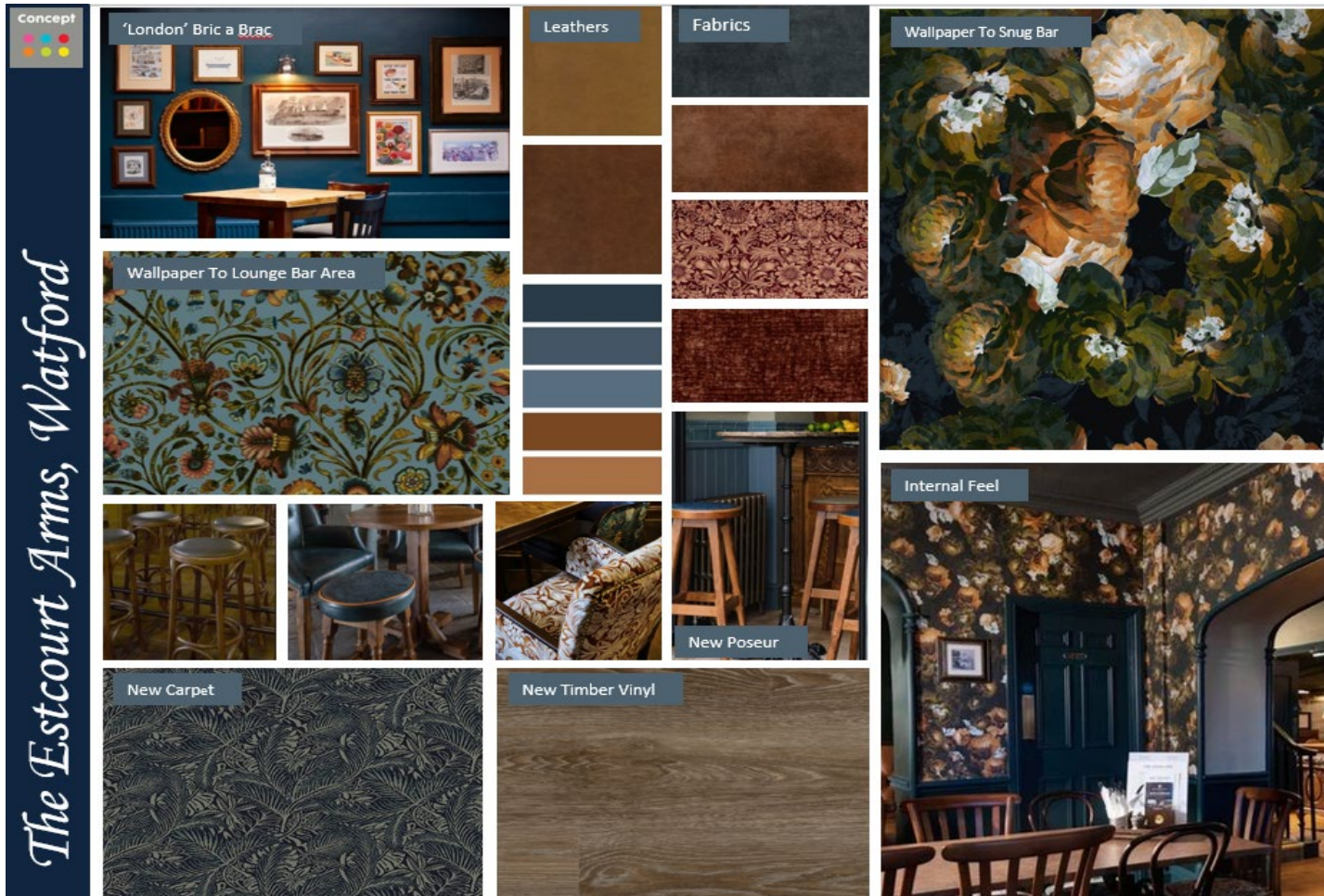
Coffee:

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

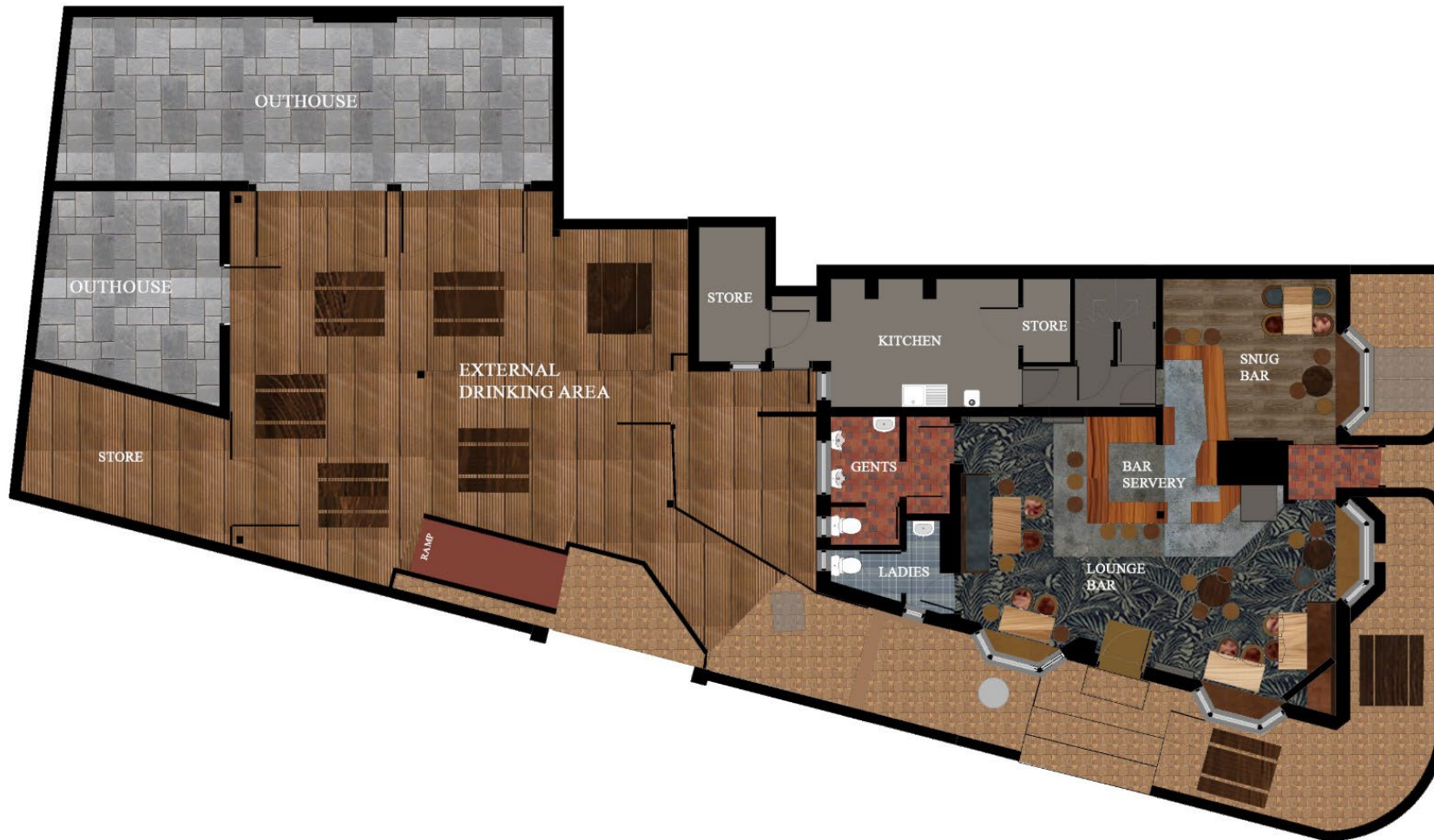
Events:

- The pub will offer live entertainment and sports, pool, darts and events catered to customer demand. 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:

- Decorate the trade area.
- Refurbish furniture and recover seating pads if feasible.
- Add 'London Tavern' themed bric-a-brac.
- Refurbish tabletops, including painting cast and timber bases.
- Install new vinyl flooring in the snug bar.
- Replace carpets in the lounge bar.
- Add new entrance matting.
- Tidy and wire TV points.
- Paint the bar front in the snug bar.
- Install a new dartboard.

2 Ladies & Gents Toilets:

Ladies:

- Repair grout or tiles where necessary.
- Repaint the ceiling, woodwork, and vanity unit.

Gents:

- Perform an acid clean of the floor.
- Repaint doors and ceilings.



External Refurbishment



Signage and external works:

- Remove existing sleepers from grass area, provide new brick edging.
- Remove all planters from the site.
- Complete external decorations.
- Install new drinks shelf.
- Repair and repaint gates.
- Remove and level sections of paving, planters, and steps to improve accessibility.
- Re-stain benches.
- Repair existing thatched roof.
- Install new signage and lighting.
- Ensure all external lighting is functional.
- Install new branded A-frames.



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

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