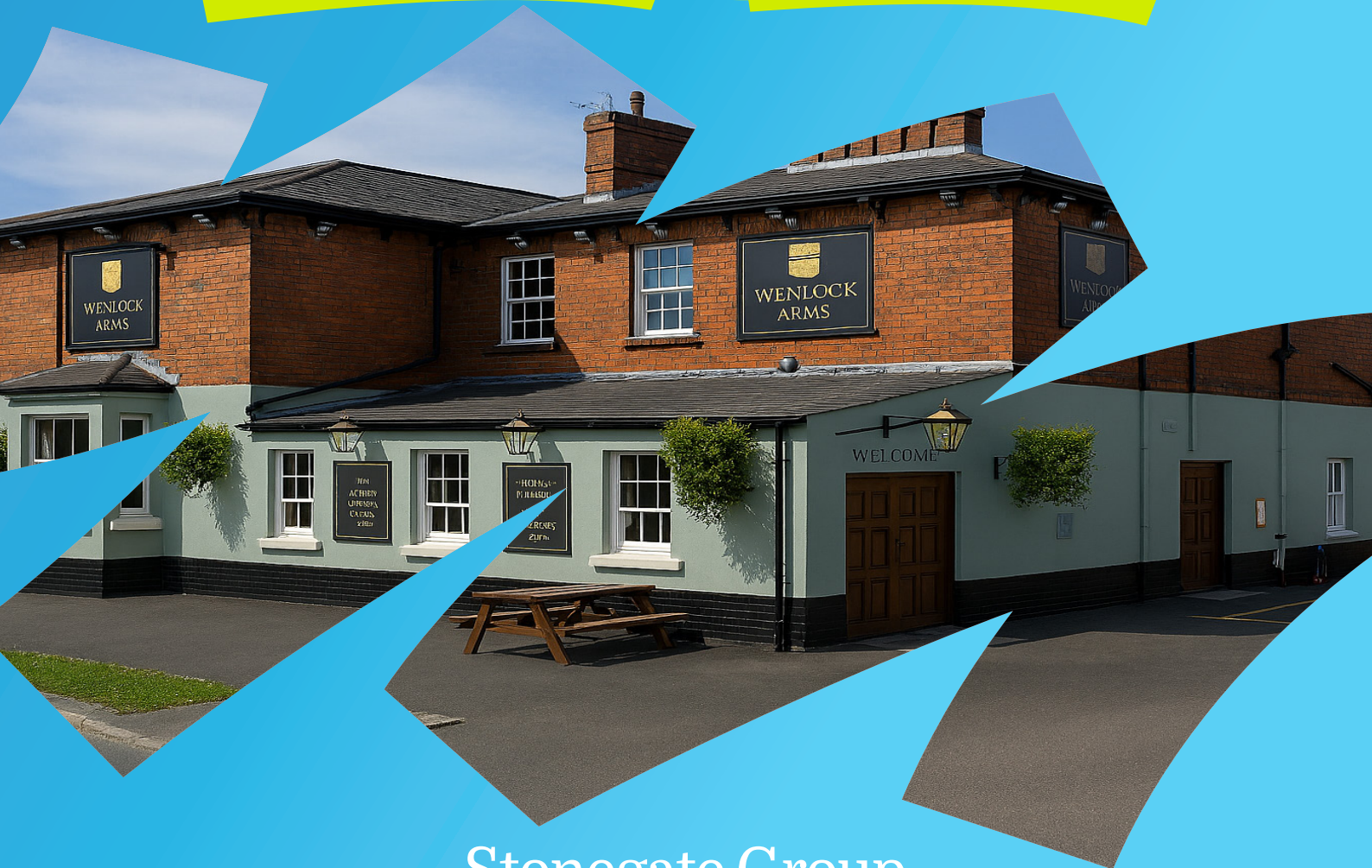


Investing In *Your Pub*



Stonegate Group
PUB PARTNERS



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Investment

That Makes a Difference

At Stonegate Pub Partners our aim is to support newly appointed Publicans by investing in areas of their chosen pub which can make a positive difference to future trading performance.

From minor refurbishments and fit-outs to more expansive and innovative schemes, our goal is to make investments which are practical, cost-effective and wise.

Drawing on extensive experience from investing in all types of different pubs, bars and venues, this brochure identifies five of the most common improvements that can attract and retain new custom. It also explains the basis on which we would undertake such work to help give our publicans their best chance of success!

External Upgrade

Inviting From the Outside In

A pub's exterior often dictates a potential customer's first impressions. Creating a smart façade can hint at similar internal standards – but the opposite is also true.

These examples show how a smart exterior upgrade can transform a pub's appeal. Fresh paintwork, modern signage, improved lighting, and decorative touches create a welcoming look while preserving character. The result is a cleaner, brighter façade that signals quality and attracts new customers.

Before



After



Before



After



Front of House

Elevating Guest Experiences

Thoughtful investment can convert dated, uninviting and poorly lit interiors into stylish, welcoming and atmospheric trading areas capable of appealing to a wide cross-section of customers.

In this example, freshly sanded floors, contemporary lighting, and a redecorated bar with stylish fixtures created a modern, inviting atmosphere. The addition of new furniture and thoughtful design details elevated the overall guest experience.



Front of House

Elevating Guest Experiences

Subtle but meaningful change is possible without substantial investment or significant disruption to the ongoing business.

In this example, the bar kept its authentic character while adding contemporary touches to enrich the ambience and attract a broader audience.

Investment included reupholstered seating in neutral tones, modern pendant lighting, and a refreshed color palette for the walls and bar. New carpets and additional furniture improved comfort and functionality, creating a brighter, more inviting atmosphere that accommodates more guests.

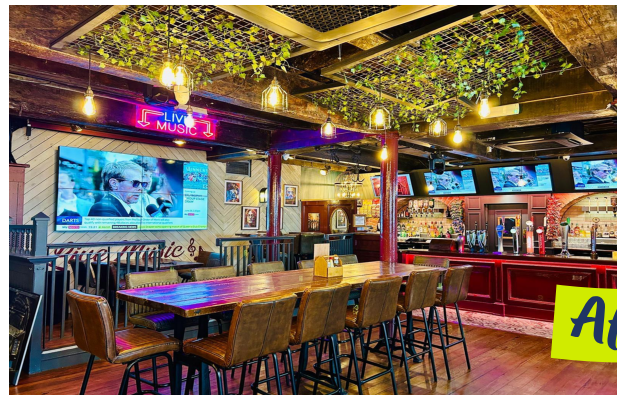


Front Of House

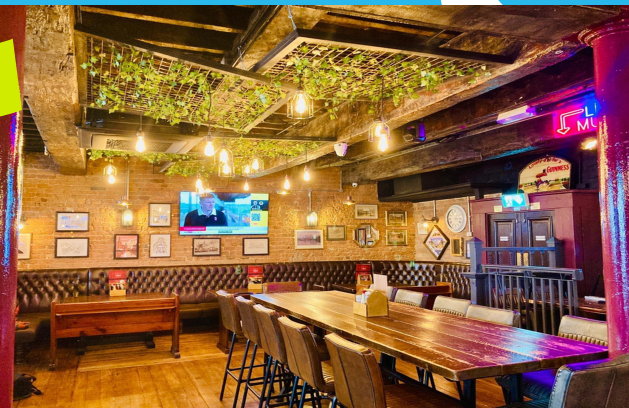
Elevating Guest Experiences

Making impactful change to trading areas can often be achieved without major structural work.

In this example, transformational change was delivered by changing the back bar, enhancing the small stage area with new illuminated signage, adding artificial foliage to the ceiling, sanding the floors and providing a TV gantry over the bar to provide customers with an enhanced audio-visual experience.



After



Before

Toilet Schemes

Investing in Essentials

Smartly decorated, suitably equipped and regularly clean toilet facilities are a common characteristic of successful pubs.

In these examples, the toilets were fully redecorated and upgraded with new sanitary fixtures, vanity units, enhanced lighting and new flooring to create reassuringly smart facilities for its customers.



Before



After



Outdoor *Schemes*

Maximising Outdoor Potential

Enticing customers away from their own gardens during warmer weather is much more likely if beer gardens are characterful and atmospheric. This can often be achieved without substantial investment.

In this example, new patio flooring, pergolas, festoon lighting and upgrade tables helped to create an attractive and inviting place for customers to socialise.



Outdoor *Schemes*

Maximising Outdoor Potential

Carefully developed beer gardens with covered areas can substantially increase a pub's usable trading area and drive year-round custom. In this example, transformational change was delivered with new patio flooring, covered pergolas, additional lighting and new garden furniture whilst thoughtfully located garden plants added to its ambience.



Catering

Facilities That Power Your Menu

Well designed and suitably equipped catering kitchens are the 'engine room' of many pubs and allow for food to be produced in a timely and efficient manner.

In this example, an improved layout, new stainless steel kitchen equipment and a new canopy extract enabled a significant expansion of the food offer whilst maintaining high standards of quality and safety.

Before



After



Catering

Facilities That Power Your Menu

Catering facilities that are more visible to customers, such as open kitchens, can provide transparency about how food is prepared and reassurance that the cooking environment is hygienic.

In this example, investment in a carvery counter also provided customers with a more interactive experience.



Our Investment in *your business*

Where we're investing in improving a specific pub's amenities, the key details of that investment (usually one of the five schemes featured in this brochure), will be shown within the Pub listing details on our Pub Partners website.

A more detailed specification of the proposed works will be issued to applicants during negotiations and confirmed in writing ahead of any formal commitment to enter into an occupational agreement.

Commencement of works will usually be conditional upon that formal commitment and may also be dependent upon obtaining relevant statutory approvals.

Works will be undertaken by Stonegate-appointed contractors who will aim to minimise disruption to the ongoing business and to use best endeavours to complete most schemes within 12 weeks of commencement of the occupational agreement.

No assurance can be given on delivery of the works within that timescale,

however, due to factors that may be beyond our reasonable control including (but not necessarily limited to) the unexpected unavailability of materials, adverse weather conditions and /or unforeseen complications whilst on site.

Satisfactory completion of the works will be to our reasonable satisfaction and at our sole discretion.

The advertised commercial terms are based on our estimate of Fair Maintainable Trade following completion of these works in the hands of a Reasonably Efficient Operator.

Final commercial terms, including any appropriate adjustment prior to or post completion of the works, will be subject to negotiation between the parties.

Capital Contributions

In very specific circumstances, and only at the specific request of the appointed applicant, we may be willing to make capital funds available for the agreed scheme to be undertaken by contractors appointed and supervised by the publican or their professional representative rather than by contractors appointed by Stonegate.

Such arrangements would be strictly subject to the prior approval of Stonegate's Property Manager and may be more likely where the appointed publican is also intending to undertake additional improvements to the premises.

Such approval would be largely dependent on the nature of the works to be undertaken. It is unlikely to be granted where a substantial element of the proposed works involves demolition, excavation or structural work, 'hot works' (e.g. welding, cutting, grinding) or works involving the disturbance, removal or repair of asbestos containing material.

Where work involves gas pipework or appliances or fixed electrical installation including fire alarm and emergency lighting, approval would only be considered where evidence is provided that the work is being undertaken by suitably qualified specialists capable of providing appropriate certification in line with the requirements outlined in our Publican Testing Guide.

Let's *Make It Happen*

You're only a few steps away from running your dream pub business! All you have to do is...

Choose a pub from our estate

- Apply via our website
- Meet your regional manager
- Go through support & set-up

And then you'll be all set for your new career as a Stonegate publican!

To apply for one of our pubs, visit our website at

stonegatepubpartners.co.uk

Need a little help? Our recruitment partners are always on hand to answer any questions you have. To speak to one of the team, simply request a call back.

For a step-by-step guide to our recruitment process, scan here:



Stonegate Group

PUB PARTNERS

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Run It
Your Way