

Tafarn y Plu, Llanystumdwy

Expressions of Interest - Partnership Opportunity

A rare opportunity to operate a refurbished, community-owned pub in Gwynedd

- Significant £1.5m capital investment delivering fully refurbished premises
- Anticipated reopening: **Winter 2026 (target completion November 2026)**
- Strong local backing and shareholder investment
- Flexible partnership models designed to support operator success
- A community-owned pub with long-term security and purpose

Executive Summary

Tafarn y Plu is a community-owned pub in Llanystumdwy currently undergoing substantial refurbishment to secure its long-term future.

We are inviting early Expressions of Interest (EOI) from experienced and values-aligned operators interested in running the whole pub, kitchen and upstairs flat (self-serve shop and Capel Bach holiday accommodation also a possibility for the right candidate).

Refurbishment and development works are anticipated to complete by **November 2026**, subject to programme progression. We are therefore seeking early engagement from operators who can plan ahead and help shape a successful relaunch.

This is not a formal tender process. It is an opportunity to open discussions and identify the strongest long-term operating partnership.

Vision & Market Positioning

Our ambition is to establish Tafarn y Plu as a:

A welcoming rural pub rooted in Welsh language, culture and community life, delivering a strong, commercially sustainable food and drink offer.

What we are aiming for:

- A relaxed and traditional rural pub
- Family-friendly and welcoming
- A year-round local hub, not solely seasonal
- A place for good food, socialising and community life

We expect a good, consistent food offer that complements the pub's role as both a local meeting place and a destination within the wider area.

We see opportunity for:

- A strong, locally sourced food offer

- Regular cultural programming (music, small-scale events, heritage-linked activity)
- Collaboration with local producers and creatives
- Occasional ticketed events or themed evenings

We are seeking an operator who can combine commercial discipline with community awareness.

About Tafarn y Plu

Tafarn y Plu is owned by the community through a shareholder structure and exists to serve long-term local benefit.

Substantial investment is being made to deliver:

- A high-quality ground floor pub space and restaurant area – potential covers of approx. 50-60 inside, additional seating/covers outside.
- A fully refurbished commercial kitchen
- An upstairs residential flat
- Upgraded services and infrastructure
- Outdoor seating / garden area
- A building fit for long-term hospitality use

Final layout drawings can be shared with respondents. There is nearby village parking provision.

Fixtures, Fittings & Equipment

Menter y Plu intends to provide (subject to final specification):

- Fully fitted commercial kitchen infrastructure
- Bar counter and dispense system
- Core fixed furniture
- Building services and compliance infrastructure

Operators would typically provide:

- Loose furniture
- EPOS system (unless otherwise agreed)
- Stock and smallware's
- Staffing

Maintenance responsibilities will be clearly defined in lease or partnership negotiations.

Programme

- Refurbishment works scheduled to complete by approximately **November 2026**
- Operator mobilisation discussions to begin in advance of completion
- All timescales indicative and subject to programme progression

Early conversations are encouraged to allow smooth transition and reopening.

The Market Opportunity

The pub benefits from:

- A strong year-round residential catchment, including the local football team and visiting sides who are expected to use the pub on matchdays, with associated demand for refreshments.
- Visitor footfall within a recognised tourism corridor
- Demonstrated demand for a quality food-led pub
- An active shareholder base committed to long-term success

Recent community engagement identified:

- A significant majority of respondents intend to use the pub regularly
- Strong demand for a quality food offer
- Clear support for cultural events and Welsh language programming
- Willingness to support a high-quality, well managed venue

Licensing Position

- The premises licence will be in place prior to reopening.
- Final licence holding arrangements (community-held or operator-held DPS) will be agreed with the preferred operator.
- The successful operator will require a Personal Licence (if acting as DPS).

This will be clarified fully during the next stage of discussions.

Indicative Opening Model

We anticipate a typical operating pattern such as:

- Open at least 5 days per week, depending on demand and season
- Core daytime and evening bar service
- Food service Wednesday - Sunday (or operator proposed variation)
- Seasonal flexibility reflecting tourism peaks

Final hours will be agreed collaboratively based on operator model and viability.

The Welsh Language - A Core Requirement

Tafarn y Plu operates in a predominantly Welsh-speaking area. The Welsh language is central to the pub's identity and future.

This is a core requirement of the partnership and not negotiable.

Day-to-day this includes:

- Bilingual menus
- Welsh greetings and service as standard

- Bilingual social media
- Event branding in Welsh
- Bilingual signage throughout

We recognise that operators may require support. Guidance and community support can be provided where needed.

Ways You Can Operate the Business

This opportunity would include:

- The pub (bar and public areas)
- The commercial kitchen
- The upstairs residential flat
- Self-serve shop* and Capel Bach* self-contained holiday accommodation (* These are both optional possibilities and for discussion with the successful candidate)

You would be responsible for:

- Day-to-day operations
- Staffing, stock and compliance
- Utilities and operating costs
- Delivering a high-quality food and drink offer
- Working with the committee to deliver an annual programme of events
- Active Welsh language promotion

Commercial Parameters (Indicative)

- Rent levels competitive for rural community pubs
- Flexible lease or partnership structures considered
- Turnover-linked arrangements may be discussed
- Operators responsible for staffing and utilities
- Branding can reflect operator identity within Tafarn y Plu framework

We welcome commercially realistic proposals that create mutual sustainability.

What Makes a Strong Operating Partner

We are particularly interested in partners who demonstrate:

- Relevant hospitality experience
- A viable and well-structured business model
- Quality and consistency
- Strong customer service standards
- Proactive Welsh language commitment
- Ability to work with a community partner
- Long-term ambition

What Is Non-Negotiable

- The pub remains a welcoming community space
- Active promotion of the Welsh language
- Compliance with licensing and statutory requirements
- Collaborative working relationship

What Is Flexible

- Food concept and style
- Branding within agreed parameters
- Detailed lease or partnership structure
- Turnover-based arrangements (subject to agreement)

Support Available to the Operator

Unlike a traditional commercial lease, Tafarn y Plu offers:

- An engaged and supportive community
- Marketing through community networks
- Partnership on events
- Support from a Community Officer (employed by the committee)
- A committee committed to operator success

We see this as a partnership, not simply a landlord-tenant arrangement.

Expression of Interest - Please Keep to 1-2 Pages

Send to: menteryplu@gmail.com

Closing Date – 30 June 2026

Please include:

- About you / your organisation
- Relevant experience
- Outline of your proposal for Tafarn y Plu
- Availability and proposed start timescale

This does not need to be a full business plan at this stage.

EOI's will be reviewed by the committee, shortlisted respondents will be invited for informal discussions.

Important Notice

This EOI does not constitute a tender or legally binding offer and Menter y Plu reserves the right not to proceed with any proposal.

Any final partnership or lease arrangement will be subject to commercial negotiation and contract.