

# Application Process

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### Personal Licence

If you're planning to run a pub you'll need a Personal Licence. If you don't already have one, you should start making enquiries to take the one day course and exam to get the Award for Personal Licence Holders (APLH).

For information on getting a Personal Licence and training courses available, please look at [www.wellsandco.com](http://www.wellsandco.com) or phone us for the relevant details.

### PEAT

You will also need to complete the online BII Pre-Entry Awareness Training (PEAT) course, which has been introduced to help prepare new licensees for taking on their own pub. Applicants will be asked to provide evidence that they have completed the course before they can be offered a pub. Details can be found online on the BII website at [www.bii.org/peat](http://www.bii.org/peat).

### Application Form

To make an application for this business opportunity, please complete an application form and return it to us as quickly as possible. You can apply online, by post or by calling Philippa Stanbridge on 01234 244453 or via email at [retailrecruitment@wellsandco.com](mailto:retailrecruitment@wellsandco.com). Please fill in as fully as possible and give us a call if you've any queries.

### Initial Interview

When we've had a chance to consider your application, you may be invited to attend an initial interview. This will give you and Wells & Co. the chance to learn more about each other. You will also have the opportunity to ask any questions you have.

### Business, Finance & Marketing Plan & Second Review

If your initial interview is successful, we'll ask you to prepare a business plan for the pub for presentation at a 2nd interview. You'll need to include your ideas for developing the pub's potential and must also include the source of funding for purchasing the business and any developments that may be needed.

### Appointment

If your application is successful, an offer will be made and confirmed in writing. This will include the legal position or 'Heads of Terms' of the appropriate agreement. You'll be expected to attend our five day retailer induction course, Wells & Co. Induction Programme. This will help prepare you for your new business venture and you'll meet a number of key Wells & Co. staff. If this is your first tenanted or leased pub, we also offer the chance to spend time with one of our experienced retailers in their pub.

### Business Support

Wells & Co. provides a high level of business support, some of which will be provided through the Monthly Service Charge.

- AWP Consultancy
- Short term loans for business purposes
- Technical Services
- Accountancy support / stocktaking
- Payroll support
- Training courses
- Wine List Planning
- Licensing
- Facilities and Compliance review
- Central point of contact through customer helpdesk

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# Business Opportunity



### Key Highlights

- Profit potential in the region of £24,000 per year
- Two-bar operation offering both traditional pub games and a cosy dining experience
- Enclosed secure garden and ample parking
- Stunning living accommodation
- Two months commercial rent free, with payment plan available for fixtures and fittings

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team

### Estimated Costs

Total estimated ingoing costs	£17,750
Annual rent	£24,000 pa



## The Red Lion, Wilstead To Let

Wilstead Bedford Road  
Wilstead, Bedfordshire, MK45 3HN

[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The heart and soul of the charming Bedfordshire village of Wilstead, the Red Lion is renowned locally for its welcoming, family-friendly atmosphere, quality traditional food offer and great beer selection. Private functions are frequently catered for, and the pub's busy social calendar offers something to suit all interests.

The pub functions as a social hub for sports fans, team events, charity festivals and weekly entertainment; two centrally-serviced bars and two gardens lend the site real versatility, with ample parking for all. Whether looking to enjoy a televised sporting event with kindred spirits, or a relaxing family meal in a homely environment, the Red Lion has something to offer all comers.



# The Red Lion, Wilstead



## Location

The Red Lion is located in the heart of Wilstead, an affluent village location just off the A6 Bedford to Luton Road, 5 miles South of Bedford Town centre, and within the borough of Bedford.

## Property

The Red Lion is a large detached two story property. The exterior is brick with a tiled roof. The property has two gardens, one for the public and a private area for the operating partner. To the front there is a good sized car park and a side smoking provision.

- The pub has two bars which can be serviced centrally, with one member of staff during quieter periods. The lounge has 22 covers and the games bar boasts a pool table, TV's and darts.
- Off street car park for up to 16 cars.
- The private accommodation is very well appointed. 3 double bedrooms, a lounge, large kitchen and separate bathroom/toilet. All in immaculate condition.

## Business Potential

From previous experience, based on the style of operation and location, we would anticipate The Red Lion has the potential to reach a fair maintainable turnover of £264,810 net per annum with a 90/10 spilt wet/dry, while sustaining a £24,000pa rent.

## Suitable Applicants

The Red Lion would suit an experienced, community-focused operator with the drive to maintain the pub's current high level of footfall via an extensive weekly activity programme. Strong commercial and financial skills must complement a commitment to providing fantastic hospitality; catering know-how would also be advantageous.

# The Red Lion, Wilstead

## Anticipated Retained Income

Drink Sales	
Food Sales	
Room Sales	
Gaming Machines	

## Agreement Offered

A 3 year fixed term or renewable tenancy agreement is offered with a full tie to buy all drinks (beer, wines, spirits, minerals, stouts and ciders) from Charles Wells Ltd.

## Premises Licence

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 10am to 12am Monday to Sunday. A copy of the license will be made available for applicants to view.

## Business Rates

Information about current business rates can be found at [www.voa.gov.uk](http://www.voa.gov.uk). We always encourage our licensees to challenge rates by using Gerald Eve, our nominated specialist.

Floor plans, demographic information and an Energy Performance Certificate can be found on the pub's vacancy page on our website.

DISCLAIMER This financial data is provided by Wells & Co. as general information and for illustrative purposes only. It should not be relied upon as a source of financial or legal advice either by you or by any third party. We cannot accept any responsibility to you or to anyone else for any losses arising from reliance on information or data contained within this document.

## Ongoing Costs

<b>Rent</b> In the region of (payable monthly in advance)	<b>£24,000pa</b>
<b>Service Charge</b> Payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). NICEIC Electrical Test (tenancies only)	<b>£2,446pa</b>
<b>Accountancy Services</b> fees for a nominated accountant	<b>£2,300pa</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum	<b>£1,560pa</b>

## Anticipated Investment Required

<b>APPROXIMATE TOTAL</b> Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings.	<b>£17,750</b>
<b>Security Deposit</b> Approximate figure, paid in advance to Wells & Co. Ltd held to cover credit and rental charges. Returnable at the end of the agreement.	<b>£7,000</b>
<b>Stock and Glassware</b> In the region of (paid to the outgoing licensee on the day of changeover) to cover the value of opening stock.	<b>£3,000</b>
<b>Valuers Fees</b> In the region of (paid to valuer) for valuing fixtures and fittings. Minimum working capital required	<b>£800</b>
<b>Training Course Fees</b> per person (payable to Wells & Co. Ltd) 5 day induction course mandatory for all licensees - NB £800 for two people	<b>£550</b>
<b>Administration Fee</b> In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement	<b>£400</b>
<b>Advance Rent</b> In the region of (usually 1 month)	<b>£200</b>
<b>Working Capital</b> Minimum working capital required	<b>£6,000</b>
<b>Fixtures and Fittings</b> Estimated valuation (paid to the outgoing licensee via the valuer at least 7 days in advance) to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment.	<b>£20,000</b>