

# Application Process

## Application Process

### 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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Wells & Co. Ltd gives notice that the contents of these particulars are believed to be correct but are given without responsibility and intending purchasers or lessees should satisfy themselves by inspection or otherwise to their correctness. These particulars do not form any part of any offer or contract and no person in the employment of the company has any authority to make or give representation of warranty to this property.

# Business Opportunity



### Key Highlights

- A popular, modern, quirky Grade II listed character-laden pub which is the place to be.
- Premium pub just off town centre near to the picturesque quayside of the river Great Ouse
- Cosy courtyard patio garden with part sliding roof for shade or shelter from the rain
- 3-bed domestic accommodation
- Fair Maintainable Profit £49,000
- Financial support for 1st year including **half price** rent!

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team

### Estimated Costs

Total estimated ingoing costs	£29,500
Annual rent	£20,000 1st Year offer



## The Oliver Cromwell To Let

St Ives  
Cambridgeshire, Cambridgeshire, PE27 5AZ  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

Situated in a desirable location on the fringe of the town centre, a short distance from the picturesque quayside of the river Great Ouse, the Oliver Cromwell is a semi-detached 18th Century property brimming with both charm and potential. Renowned locally for quality, home-cooked food using the locally-sourced ingredients prepared in-house, the pub's menu is complimented by a strong selection of cask ales, making it a hit with diners and drinkers alike.

It's popularity is not confined to affluent local residents; with strong transport links to the surrounding area, the pub is equally attractive to the wider population of St Ives and its surrounding villages. With plenty of scope to grow its food offer, the Oliver Cromwell's already strong reputation in the area is only the beginning for this fantastic pub.



# The Oliver Cromwell



## Location

St Ives is a small historic market town situated some 4 miles east of Huntingdon and 15 miles west of Cambridge. Situated on the river Great Ouse, the town of St Ives and the surrounding area benefit from a generally affluent resident population and good road links, being situated just off the A14, some 5 miles from the junction with the M11.

St Ives is a relatively compact town with a high proportion of licensed premises mainly centred upon The Broadway and Market Hill. The Oliver Cromwell is ideally located on the fringe of the town centre in a side street close to the town's waterfront with the river Great Ouse and with a convenient walking distance of Market Hill, and the town's principal amenities.

## Property

The entrance on Wellington Street leads into the main with an ancillary servery leading to the rear. Décor and furnishings are a combination of modern and traditional, with funky aspects to attract the 25 to 44 market. There are a number of tables, chairs and bar stools for approximately 24 customers. The restaurant area to the rear of the bar provides seating for approximately 26 covers. The first floor is accessed internally leading to the trade kitchen, compact in size and fitted with a range of commercial catering equipment. A lobby area provides access to domestic accommodation comprising of 3 bedrooms, bathroom, lounge, office and kitchen with ancillary space for dry store and storage areas for the main trade kitchen. Externally, there is a large patio courtyard at the centre of the premises providing seating for approximately 30 customers. Gates accessed from Chapel Lane providing access for servicing and dray delivery.

## Business Potential

The pub has an established and well developed business and is a popular town local, offering modestly quality food, including Wings Wednesday, Ribs Thursday and Taco Tuesday as well as offering a wide range of craft & cask ales and premium international lagers. The site has had a strong rhythm of the week, including food offers and entertainment especially the Sunday 'Sofa Sessions'.

There is however plenty of scope to re focus & develop the food trade. The Fair Maintainable Turnover sits at £751,000 with a Drinks to Food ratio of 74/26.

## Suitable Applicants

This is an ideal opportunity for an experienced operator to take on a thriving town centre premises with the option of looking to increase the existing food trade, potentially hosting a greater volume of entertainment evenings, as well as benefitting from the annual local events that take place throughout St Ives.

# The Oliver Cromwell

MAT rolling 12 months	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
Feb 2024	286	208	78
2023	243	192	51
2022	230	181	48
<b>Volume Notes</b>	Full tie agreement to buy all drinks products (beers, ciders, wines, spirits, stouts and minerals) from Wells and Co Pub Company		

## Agreement Offered

A 3 or 5 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 Wells and Co Pub Partners. A long term fully insuring and repairing lease agreement would be considered for a well-funded and experienced applicant.

## Premises Licence

There is a current premises license in place for alcohol, Live Music and late night refreshments, with licensing hours being 11.00 to 23.00 Sunday to Wednesday, 11.00 to 23.30 Thursday and 11.00 to midnight on Friday & Saturday. A copy of the license will be made available for applicants to view.

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>Service Charge</b> Payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). NICEIC Electrical Test (tenancies only)	<b>£68p/w</b>
<b>Accountancy Services</b> Fees for a nominated accountant	<b>£61p/w</b>
<b>Stocktaking Services</b> We recommend all licensees should have six professional stocktakes per annum	<b>£29p/w</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>£29,405</b>
<b>Security Deposit</b> Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co	<b>£11,125</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>£480</b>
<b>Working Capital</b> Minimum working capital required	<b>£10,000</b>
<b>Stock &amp; Glassware</b> In the region of to cover the value of opening stock	<b>£7,000</b>
<b>Valuers Fee</b> In the region of (paid to valuer) for valuing fixtures and fittings	<b>£800</b>
<b>Advanced Rent</b> In the region of (usually 1 month)	<b>£0</b>
<b>Fixtures &amp; Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	<b>£25,000</b>