

# 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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# Business Opportunity



### Key Highlights

- Reduced rent and £20,000 for investment
- Prominent High Street location in Kenilworth with car park and outside seating area
- Smart new kerb appeal and signage in place
- Good sized catering kitchen and dining areas
- Good sized private accommodation + staff accommodation
- BII Membership

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team

### Estimated Costs

Total estimated ingoing costs	£21,650
Annual rent	£20,000 + £20k investment!



## The Cottage Inn, Kenilworth

### To Let

36 Stoneleigh Road, Kenilworth  
Warwickshire, Warwickshire, CV8 2GD

[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The Cottage presents an enticing opportunity to take on a popular community-focused local pub and benefits from live-in accommodation. Located on the approach to the centre of Kenilworth, within easy reach of the town's sizeable population, The Cottage occupies a prominent location and has a good roadside presence. There is a car park for approx 15 vehicles, a seating area with space for ten picnic benches and 5 staff rooms or option for letting rooms.



# The Cottage Inn, Kenilworth



## Location

The Cottage is situated on the busy Stoneleigh Road on the way into Kenilworth, approximately one mile from the town centre and train station. The pub is surrounded by many residential properties.

## Property

The trading area of The Cottage is based around a large central bar, with open plan seating for drinking and dining, plus a separate restaurant area giving an opportunity for functions. There is a well equipped catering kitchen with ample storage and a good sized cellar under the bar. There are five small en-suite rooms (scope for improvement) on the first floor. The domestic accommodation comprises bedroom, living room & kitchenette, and bathroom.

## Business Potential

The Cottage, with a suitable operator could deliver a fantastic, community focussed business capable of attracting a wide customer base from the local area. There is a massive opportunity here to focus on the food side of the business as at the moment the Cottage is a blank canvas so all new ideas welcome. There is also potential to use some of the first floor rooms as letting rooms which would add extra income.

## Suitable Applicants

The Cottage would suit operators committed to providing great hospitality, with a desire to engage with their local community, to build the pub's food offer and focus upon a strong reputation for community activity. Financial know-how is required to maximise the pub's profit potential, as is marketing experience in order to promote The Cottage's events programme to the wider area, although we do offer marketing support.

# The Cottage Inn, Kenilworth

MAT rolling 12 months to April 2020	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
<b>Moving Annual Turnover</b>	51.1	39.5	11.6
<b>Last Year</b>	116.9	87.4	29.5
<b>Previous year</b>	231	181	50
<b>Volume Notes</b>	Volumes have been effected by covid closure. Full tie to purchase all draft, wines, minerals and spirits from Wells and Co Ltd		

## Anticipated Retained Income

<b>Drink Sales</b>	<b>60%</b>
<b>Food Sales</b>	<b>24%</b>
<b>Room Sales</b>	<b>16%</b>

## Agreement Offered

A 3 or 5-year tenancy agreement is offered with a full tie to buy all drinks (beer, wines, spirits, minerals, stouts and ciders) from Charles Wells Ltd. The food offer is free of tie.

## Premises Licence

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 11am to 12am Monday to Saturday and 12 noon to 11pm on 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>Service Charge</b> Payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). NICEIC Electrical Test (or £4994.32 inc extract cleaning)	<b>£4,161pa</b>
<b>Accountancy Services</b> fees for a nominated accountant	<b>£3,000pa</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum	<b>£2,610pa</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>£20,000pa</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>£21,650</b>
<b>Security Deposit</b> Security Deposit. Payable in advance to Wells to cover charges incurred by your business. If your business is to operate as a limited company a bond of £10,000 is required together with a personal guarant	<b>£6,000</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>£4,500</b>
<b>Valuers Fees</b> in the region of (paid to valuer) for valuing fixtures and fittings.	<b>£800</b>
<b>Training Course Fees</b> per person (payable to Wells & Co. Ltd) 5 day CRISP induction course mandatory for all licensees - NB £800 for two people	<b>£0</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>£450</b>
<b>Advance Rent</b> in the region of (usually 1 month)	<b>£0</b>
<b>Working Capital</b> Minimum working capital required	<b>£10,000</b>
<b>Fixtures and Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment. The successful applicant must reply upon the valuation provided by their appointed lice	<b>£TBC</b>