

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 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.

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. 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

MISREPRESENTATION ACT 1967
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.

The Beehive, Welwyn Garden City



Key Highlights

- Complete Internal & External refurbishment planned pre opening
- Potential profit in the region of £40,000 per annum
- Private car park with capacity for circa 65 vehicles
- Pub sports area with TV & separate area for dining with capacity for c110 food covers on separate levels
- Dining courtyard (30 benches) and extremely large beer garden with further benches

Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team



To Let

Beehive Lane
Welwyn Garden City, Hertfordshire, AL7 4BW
[View Pub Details](#)

Be Part of a Winning Team



Pub Overview

This classic 18th century venue, loved by many Welwyn locals and visitors to the town alike, was previously operated under a steak house concept named Cooper's Grill House. Closed since the Pandemic in March 2020, the pub will have a major investment to refocus the business on the local community with traditional Pub sports, sports TV and a traditional food menu estimated at 75% to 25% wet led. The pub will be completely revamped internally with quality furnishings separating areas for sports, relaxing and dining. The plans include extensive works on the garden to give customers a great area to eat or drink in the fantastic British weather!



The Beehive, Welwyn Garden City



Location

Located to the south of Welwyn Garden City and within easy access to both the A1 and the A414. The pub is situated in a densely populated housing area, just 300 yards from the NEW QE2 hospital.

Property

The Beehive will be refurbished as a traditional community pub, including:
 Large L-shaped bar with over 70 covers in a mixed seating style (20 for eating). The Lounge is in 4 separate areas, joined but on different levels. This area has more than 70 covers and several of the areas can be adapted for private parties or small functions.
 Very large garden with 3 areas - Large patio to the front, courtyard garden to one side, and large garden mainly laid to grass on the other, with an estimated total of 38 benches and 180 covers.
 Large cellar, dry store, toilets, theatre style kitchen and back kitchen leading on to a yard area with easy access for deliveries.
 Situated on the first floor, the private accommodation consists of three bedrooms, lounge, kitchen and bathroom

Business Potential

We believe that the Beehive has huge potential for success and growth based around a good family pub food offer, for both quality and value. Hand in hand with this is the need to make the bar warm and welcoming and a place where people choose to make it their local. The garden hasn't been used for a number of years but presents a huge opportunity for additional food and drink sales. The Fair Maintainable Turnover is estimated at £14,000 net per week, operating on a 70/30 wet/food split. Annual Fair Maintainable Trade income Wet £509,600. Food £218,400. The Retained Income for the operator for this site will be 32% of net weekly turnover on wet sales, 35% on food and 50% of gaming machine profits. Potential est Profit before drawings £40,000 plus estimated machine profits of £9,000 per year.

Suitable Applicants

We are looking for a Sales Share operator!! The Beehive is a large, multifaceted business and as such needs an experienced operator to manage it successfully and build sales and profits. Given the size of the business it is essential that potential new licensees have a high level of commercial acumen. To reach the potential sales, our new operators will need to be able to very actively promote and market the business.

The Beehive, Welwyn Garden City

MAT rolling 12 months to May 23	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
2023			
2022			
2021			
Volume Notes	Volumes have been effected by covid closure. Full tie to purchase all draft, wines, minerals and spirits from Wells and Co Ltd		

Agreement Offered

A 5 year fixed term Sales Sharing agreement is offered with a full tie to buy all drinks (beer, wines, spirits, minerals, stouts and ciders) however all wet stock is supplied and paid for by Wells & Co.

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.

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

Service Charge Payable monthly, to include: Cellar cooling service, Extract clean, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). Electrical Test (tenancies only)	£2,629
Accountancy Services Fees for a nominated accountant (in the region of)	£3,905
Stocktaking Services Six professional stocktakes per annum recommended	£960
Rent In the region of (payable monthly in advance)	£0

Anticipated Investment Required

APPROXIMATE TOTAL Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings	£9,000
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 guarantee for all directors)	£6,000
Training Course Fees Per person (payable to Wells & Co. Ltd) 5 day induction course mandatory for all licensees - NB £800 for two people	£550
Administration Fee In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement	£450
Working Capital Minimum working capital required	£2,000
Stock & Glassware In the region of to cover the value of opening stock	
Valuers Fee In the region of (paid to valuer) for valuing fixtures and fittings.	
Advanced Rent In the region of (usually 1 month)	
Fixtures & Fittings Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	