

# Application Process

## Application Process

### Personal License

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

- At the heart of the affluent Village of Hartford on the outskirts of Huntingdon
- Quality open plan feel with 85 internal dining covers
- Prominent main road position and a short walk from the centre of Huntingdon, near the river Ouse.
- 2 double bedroom flat with Living Room, Kitchen/Diner, Bathroom & Large store room
- Al-fresco dining area and separate bar

## Could this be the pub for you?

Please ring 01234-244453 to speak with Louisa - Recruitment team

## Estimated Costs

Total estimated ingoing costs	£27,200
Annual rent	£45,000



## The Barley Mow, Hartford To Let

42 Main Street, Hartford  
Huntingdon, Cambridgeshire, PE29 1XU

[View Pub Details](#)

Be Part of a Winning Team



## Pub Overview

The Barley Mow, is a good quality food led community pub, which attracts locals from the village of Hartford and from the surrounding town of St Ives. There is a fantastic opportunity for a passionate food operator to take full opportunity of an already well run and established business. The pub benefits from seating for 65 covers and a patio for al fresco dining, supported by a fully equipped trade kitchen and ground floor cellar. Drinkers meanwhile are catered for by a separate bar area. Whether guests are looking for a quiet morning coffee, a few drinks with friends or a memorable dining experience, The Barley Mow is a great place to visit offering something for everyone.



# The Barley Mow, Hartford



## Location

Hartford is on the edge of Huntingdon within a mile of the town centre. The Barley Mow is on a main road into Huntingdon if travelling from St Ives on A1123 or March or Chatteris on A141. The A141 1/2 a mile from the pub is a ring road around Huntingdon opening up to the A14 to Cambridge in the East & Ketting and Northampton in the West, and Links to The A1M with Peterborough to the North and St Neots to the South.

## Property

This two story, light coloured stone built building with a rare "Chalet" style roof, sits on a large roadside plot with private car park to the side (approx.20). Towards the rear of the property there is a medium sized beer garden and along the back of the restaurant the area has a paved seating area. Having recently undergone an internal redecoration, the pub is very well presented.

The bar area has approximately 20+ covers and plays host to wet led trade and casual diners. The restaurant area is towards the side & rear of the property provides an additional 65 covers, along with direct access to the external seating area. The garden provides a great opportunity to extend trading potential in the warmer weather with seating area for approximately 40+ covers.

The pub benefits from a fully equipped catering kitchen, ample cellar and dry storage. Lastly not to mention the 2 double bedroom flat with Living Room, Kitchen/Diner, Bathroom, Large store room.

## Business Potential

To add to this currently successful business we feel that with a fresh approach with a revised menu and a strong marketing campaign, both wet and food trade will develop from its current good base.

We consider the Fair Maintainable Turnover for the Barley Mow to be £555,869pa net of VAT, sustaining a rent of £45,000 per annum on an income split of 50.4% food and 49.6% wet. With potential GP% of 60% wet (with full tie) & 63% food resulting in a fair maintainable profit potential of £50,473.

## Suitable Applicants

The Barley Mow has much to offer experienced operators with the vision to take full advantage of its facilities, location and inviting look and feel. Experience of operating a food-led business is essential, while the creativity to effectively market all the pub has to offer will create new opportunities for The Barley Mow. Strong commercial and financial skills are required, complemented by a passion for providing fantastic community food business.

# The Barley Mow, Hartford

MAT rolling 12 months to Nov 2022	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
<b>Moving Annual Turnover</b>	136	98	38
<b>Last Year</b>	60	42	18
<b>Previous year</b>	92	64	27
<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 FMT</b>	
<b>Food Sales FMT</b>	
<b>Accommodation FMT</b>	
FMT = Fair Maintainable Trade	

## Agreement Offered

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

## Premises Licence

There is a current premises license in place for alcohol and entertainment with licensing hours being 11am to 12am Sunday to Thursday and 11am to 12.30am Friday & Saturday. 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 (tenancies only)	<b>£3,728 p/a</b>
<b>Accountancy Services</b> fees for a nominated accountant	<b>£4,254 p/a</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum	<b>£1,356 p/a</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>£45,000 p/a</b>

## Anticipated Investment Required

<b>Advance Rent</b> In the region of (usually 1 month)	<b>3,750</b>
<b>Working Capital</b> Minimum working capital required	<b>6,000</b>
<b>Security Deposit</b> 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	<b>11,250</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. 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>500</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>Fixtures and Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment.	<b>25,000</b>
<b>APPROXIMATE TOTAL</b> Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings.	<b>27,200</b>