

# 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

- Prominent road side location with high volume daily passing traffic
- Beautifully presented contemporary trade areas with circa 90 covers
- Circa £52,000 achievable profit along with a well established turnover base to build on
- Large garden areas, ample parking and quality 4-bedroom private accommodation
- Opportunity to rent the Fixtures and Fittings over the term of agreement

### Could this be the pub for you?

Please ring 01234-244453 to speak with our recruitment team

### Estimated Costs

Total estimated ingoing costs	£27,000
Annual rent	£52,000



## The White Horse To Let

84 Newnham Ave  
Bedford, Bedfordshire, MK41 9PX  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The White Horse has established itself as a popular destination for both locals and those venturing from further afield, with a quality reputation for traditional pub food and perfectly presented cask ales. The pub is well connected with the local community and features regular entertainment, charity events and functions which all help to enhance the trade.  
Current website:  
<https://www.thewhitehorsebedford.co.uk>



# The White Horse



## Location

The pub is situated on Newnham Avenue, benefiting to a prominent road side location in a busy and desirable area, predominantly residential but with the addition of a number of local businesses and university. The town centre is only 2 miles away. Bedford itself is a large town with all the shopping, leisure, business and commercial features one would expect in a busy and thriving population. Bedford benefits from good transport links with close mainline railway connections to London. It serves residents not only from the surrounding population but from the affluent areas of other parts of Bedford.

## Property

A detached, 2 storey rendered built building with a tiled roof. The bright and contemporary interior open plan trading area, with approximately 90 covers is served from a centrally located bar. The trading areas are zoned to accommodate a mix of activity including events and functions. This beautifully presented trading area can be serviced easily by a well equipped catering kitchen and ground floor cellar. The White Horse also has the advantage of having a very well presented front and rear garden with parking for 20 cars. The private accommodation comprises of a lounge, kitchen, 4 bedrooms, bathroom and a separate toilet.

## Business Potential

The White Horse is a profitable and very successful business that has become very popular over the years due to a quality and consistent approach to modern pub retailing. This combined with a dedicated and skilful operator has truly put this business on the map in the local area as the place to visit and enjoy and fantastic pub experience. This business now provides a superb platform to build on, driving further income streams via function, party and group gatherings. From previous experience, based on the style of operation and the location, we would anticipate that the White Horse has the potential to reach a fair maintainable turnover of £599,127 net per annum with a 68/32 split wet to dry, sustaining a rent of £52,000 pa. Please note that these are estimated figures which are for guidance purposes only.

## Suitable Applicants

This is an ideal business for an experienced operator with high standards and the knowledge of running a premium pub business offering great beer, wine, coffee and food in a contemporary setting with excellent levels of service and hospitality. Applicants must also have an appreciation of the commercial and financial skills required to operate their own business and a proven ability to drive sales.

# The White Horse

MAT rolling 12 months to 2020	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
<b>Moving Annual Turnover</b>	167	32	135
<b>Last Year</b>	264	50	214
<b>Previous year</b>	255	48	207
<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>Food Sales</b>	

## 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 Wells and Co Pub Partners.

## Premises Licence

There is a current premises license in place for alcohol and live music, with licensing hours being 10am to 00.30am Sunday to Thursday, 10am to 1,30am 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>£3,108</b>
<b>Accountancy Services</b> Fees for a nominated accountant (in the region of)	<b>£4,000</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum recommended	<b>£1,610</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>£52,000</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>£27,533</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>£10,000</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>Working Capital</b> Minimum working capital required	<b>£8,000</b>
<b>Stock &amp; Glassware</b> In the region of to cover the value of opening stock	<b>£3,500</b>
<b>Valuers Fee</b> In the region of (paid to valuer) for valuing fixtures and fittings. Minimum working capital required	<b>£800</b>
<b>Advanced Rent</b> In the region of (usually 1 month) - negotiable	<b>£4,333</b>
<b>Fixtures &amp; Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment	<b>£30,000</b>