

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.

Business Opportunity



Key Highlights

- Central location in the large village of Bromham with a population of over 5,000
- A much loved village pub with strong local following and fantastic reputation for quality food and well kept beers
- Fully equipped commercial catering kitchen with generous storage
- Beer garden to the rear with quaint front patio area ideal alfresco dining
- Three bedroom domestic accommodation
- Payment plan available for fixtures and fittings

Is this the pub for you?

Please ring 01234 244453 to speak with our recruitment team or submit an enquiry form.

Estimated Costs

| | |
|-------------------------------|---------|
| Total estimated ingoing costs | £21,200 |
| Annual rent | £31,750 |



Prince of Wales - Bromham To Let

8 Northampton Road
Bromham, Bedfordshire, MK43 8PE

[View Pub Details](#)

Be Part of a Winning Team



Pub Overview

Prized by locals for its great beer range, delicious pub food and ever-evolving events programme, the Prince of Wales would benefit from an experienced operator keen to immerse themselves in community life and cement the pub's reputation as the place to be in this renowned Bedfordshire village. Pubs such as the Prince of Wales form the cornerstone of village life so if the idea of becoming the site's figurehead appeals to you, we'd love to meet you!



Prince of Wales - Bromham



Location

The POW is located in the centre of the beautiful village of Bromham, just 4 miles outside Bedford. The village is mentioned in the Domesday Book and there's evidence of Roman occupation in the area. Bromham is now a thriving local community with schools, churches and shops and visitors are attracted by the early 19th Century bridge and Mill by the River Great Ouse.

Property

The property is a brick built building set on a significant plot in the middle of Bromham village, with parking for fifteen cars. The front porch draws you into the site with a main trade area supporting 60 covers, and access to the beautiful rear beer garden and the lounge bar offering comfortable seating.

Service areas - Ground floor cellar, kitchen and rear yard all within easy reach of the main trade area. The Kitchen is a well equipped commercial catering area. Domestic accommodation consists of three bedrooms and lounge.

Business Potential

This is a really great pub with an excellent trading position which represents a fantastic opportunity to build on the already healthy sales levels. We consider the fair and maintainable annual trade turnover to be £464,410 thus supporting a rent of £31,750. Please note these figures are for reference only.

Suitable Applicants

Suitable applicants need to have the creativity to offer an appealing pub food menu and be willing to build the business with plenty of activities. They will also be keen to be involved with the community to maximise their profile and to be totally immersed in the pub to maintain its position in the community.

Prince of Wales - Bromham

| MAT rolling 12 months | Total volume (Brewers barrels = 36 gallons) | Barrels (Beers & Stout) | Composite Barrels (cider, wine, spirits, FABs and minerals) |
|-----------------------|---|-------------------------|---|
| 2023 | 137.3 | 100.8 | 36.5 |
| 2022 | 184.8 | 144.8 | 40 |
| 2022 | 127.4 | 104.1 | 23.3 |
| Volume Notes | Full tie agreement | | |

Anticipated Retained Income

| | |
|-------------------------------|--------------|
| Drink Sales FMT | 75.5% |
| Food Sales FMT | 24.5% |
| Accommodation FMT | n/a |
| FMT = Fair Maintainable Trade | |

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.

Premises Licence

There is a current premises license in place for alcohol and entertainment, with licensing hours being 10:00 to 23:00 Monday to Saturday and 12:00 to 22:30 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, maintenance (tenancies only) & Electrical Test (tenancies) | £3,685 p/a |
| Accountancy Services Fees for a nominated accountant (in the region of) | £3,146 p/a |
| Stocktaking Services Six professional stocktakes per annum recommended | £1,472 p/a |
| Rent In the region of (payable monthly in advance) | £31,750 p/a |

Anticipated Investment Required

| | |
|---|----------------|
| APPROXIMATE TOTAL Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings | £21,200 |
| Security Deposit Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co | £10,000 |
| Administration Fee In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement | £400 |
| Working Capital Minimum working capital required | £7,000 |
| Stock & Glassware In the region of to cover the value of opening stock | £3,000 |
| Valuers Fee In the region of (paid to valuer) for valuing fixtures and fittings. | £800 |
| Advanced Rent In the region of (usually 1 month) | £2,645 |
| Fixtures & Fittings Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est) | £17,000 |