

# 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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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

- Stunning thatched pub in the beautiful village of East Haddon with 7 stylish letting rooms
- Separate bar and 3 separate eating areas, including attractive restaurant areas & private dining room
- Second self contained kitchen ideal for an outside catering business
- Opportunity to develop separate cottage for holiday lets
- FMT turnover in excess of £959,000 per annum
- One month rent free, 1st year £40k, 2nd Yr 60k, leading to full rent in Yr 3
- Fixtures & Fittings available on a payment plan if required

### Is this the pub for you?

Please ring 01234-244453 to speak with our recruitment team.

### Estimated Costs

Total estimated ingoing costs	£47,000
Annual rent	1st Yr £40k, 2nd Yr 60k, leading to full rent in Yr 3 £78k



## The Red Lion, East Haddon To Let

Main Street  
East Haddon, Northamptonshire, NN6 8BU  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The Red Lion is an award-winning, food-led destination pub in the affluent Northamptonshire village of East Haddon. The Red Lion offers a golden opportunity for a new operator to build on an already fantastic business & capitalise upon its extensive trading area. Boasting seating for 84 covers, 7 letting rooms, a large garden area to the rear and car park. There is also a small patio for alfresco dining to the side of the pub, supported by a fully equipped trade kitchen and cellar. The pub's dining credentials are clear to see, within the main bar, restaurant, and private dining room, whilst drinkers are catered for by a lounge as you first enter the premises.



# The Red Lion, East Haddon



### Location

The Red Lion is nestled in the peaceful village of East Haddon in the Heart of picturesque Northamptonshire countryside. East Haddon is 1/2 mile from the A428 with Northampton 8 miles to the south and Rugby 13 miles to the north. The beautiful tourist attraction of Althorp House and Village is only 3 miles away.

### Property

- This three-story attractive stone built, period property with Thatched roof, sits on a large plot in the heart of the village of East Haddon with a private car park.
- The large rear garden provides a great opportunity to extend trading potential in the warmer months with well maintain grass areas, a small decking area for alfresco dining and to the front and side of the building is a charming patio area
- The main bar is in excellent condition after a refurbishment 3 years ago, adding to the high quality condition through the building, and the site remains very well presented
- There are three dining areas, first a more casual dining area off the bar, then to the rear a fantastic room with high beams full of character, and a smaller room which can easily also be used as a private dining or meeting room. The bar area caters for approximately 16 covers.
- The 7 boutique style bedrooms, all with ensuite, are to an excellent standard
- Additional fully equipped catering kitchen, ample cellar and dry storage
- The Private separate living accommodation consists of lounge, dining room, kitchen, bathroom, and 2 bedrooms, all in good condition

### Business Potential

The Red Lion is an award winning pub with an excellent reputation for food, in need of a high quality and experienced operator who is passionate about delivering over and above expectations, including providing a relaxing stay in amazing surroundings. An individual approach, and a strong marketing campaign to develop the whole of the business will allow for some quick wins.

We consider the Fair Maintainable Turnover for the Red Lion to be £959,395 pa net of VAT, sustaining a rent of £78,000 per annum on an income spilt of 30% Wet 56% food and 14% accommodation.

### Suitable Applicants

The Red Lion 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 skillset to effectively market all the pub has to offer will create new opportunities for The Red Lion. The incoming operators will need strong commercial and financial skills that are complemented by a passion for providing fantastic hospitality.

# The Red Lion, East Haddon

MAT rolling 12 months	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
April 2024	105	56	49
2023	122	67	55
2022	64	34	29
Volume Notes	Full tie agreement		

### Agreement Offered

A 5-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 Pub Partners.

### Premises Licence

There is a current premises license in place for alcohol and live entertainment with licensing hours being 11am to 12am Monday to Saturday and 12noon to 11.30pm 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

<b>Service Charge</b> Payable weekly, to include: Cellar cooling service, Extract clean x 3, Buildings insurance, Fire Compliance, maintenance (tenancies only) & Electrical Test (tenancies)	£131 p/w
<b>Accountancy Services</b> Fees for a nominated accountant (in the region of)	£77 p/w
<b>Stocktaking Services</b> Six professional stocktakes per annum recommended	£31 p/w
<b>Rent</b> In the region of (payable weekly in advance)	£1,500 p/w

### 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	£47,280
<b>Security Deposit</b> Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co	£19,500
<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	£480
<b>Working Capital</b> Minimum working capital required	£20,000
<b>Stock &amp; Glassware</b> In the region of to cover the value of opening stock	£6,500
<b>Valuers Fee</b> In the region of (paid to valuer) for valuing fixtures and fittings.	£800
<b>Advanced Rent</b> In the region of (usually 1 month)	£0
<b>Fixtures &amp; Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	£50,000

