

# 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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# Business Opportunity



### Key Highlights

- Great location on the High Street in Old Town Hemel with 9 guest rooms
- Commercial kitchen in place to support food offer and growth
- Great external space for drinking & dining with outside bar
- Great links to surrounding areas helping drive room sales
- Great decoration through the internal trade space

### Is this the pub for you?

If you would like to speak to our recruitment team please contact us on 01234 244453 or use our enquiry form.

### Estimated Costs

Total estimated ingoing costs	£33,000
Annual rent	£48,000



## The Olde Kings Arms Hotel

### To Let

41 High Street  
Hemel Hempstead, Hertfordshire, HP1 3AF

[View Pub Details](#)

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### Pub Overview

The Olde Kings Arms is a very well presented pub finished to a high standard and ready to trade with a well equipped commercial kitchen and enclosed garden to the rear with an outside bar. The pub benefits from 2 bars and trade areas both suitable for drinking & dining giving a very versatile trade space that offers a relaxed and inviting customer experience.

The pub also benefits from 9 letting rooms which given its proximity to London transport links and Luton Airport as well as the business hubs in and around Hemel, are a real asset to the pubs offer.



# The Olde Kings Arms Hotel



## Location

The Olde Kings Arms is situated half way along the Old Town High Street in Hemel Hempstead and is ideally situated to capture all passing trade and the local community.

## Property

The Olde Kings Arms is a great turn key opportunity with minimal property investment required to start trading successfully.

- 90 internal covers across 2 trade areas
- 80 external covers
- Well equipped commercial kitchen
- Private self-contained accommodation with bedroom, lounge, kitchen & bathroom and seperate access.

The rear garden is well presented and gives the pub a great USP to lay on events with the additional advantage of an outside bar.

## Business Potential

The Olde Kings Arms offers a great opportunity for an exciting and energetic tenant to engage with the growing local community and establish themselves and the pub as the go to venue for all occasions in the local area.

The prospective tenant has an opportunity grow the food offer at site putting there own stamp on the offer and setting themselves apart from the crowd and potential to engage with the strong local community to drive use through events and a relaxed working environment.

## Suitable Applicants

Experienced pub operators required with experience in both the wet and food side of the pub business and familiar with town centre challenges.

# The Olde Kings Arms Hotel

MAT rolling 12 months	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
Feb 2024	188	139.2	49.1
2023	186	135.9	50.2
2022	235	167.5	67.7
<b>Volume Notes</b>	Full tie agreement to buy all drinks products (beers, ciders, wines, spirits, stouts and minerals) from Wells and Co Pub Company		

## Anticipated Retained Income

<b>Drink Sales</b> 53%	
<b>Food Sales</b> 22%	
<b>Accommodation</b> 25%	
FMT = Fair Maintainable Trade	

## 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 food, with licensing hours being Monday to Saturday 11am to 1am and Sunday 12noon to 1am.

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## Ongoing Costs

<b>Service Charge</b> Payable weekly, to include: Cellar cooling service, Extract clean x 3, Buildings insurance, Fire Compliance, Boiler maintenance & Electrical Test (tenancies only)	<b>£4,000</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>£1,350</b>
<b>Rent</b> In the region of (payable weekly in advance)	<b>£923 p/w</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>£33,000</b>
<b>Security Deposit</b> Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co	<b>£12,000</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>£450</b>
<b>Working Capital</b> Minimum working capital required	<b>£10,000</b>
<b>Stock &amp; Glassware</b> In the region of to cover the value of opening stock	<b>£6,000</b>
<b>Valuers Fee</b> In the region of (paid to valuer) for valuing fixtures and fittings	<b>£800</b>
<b>Advanced Rent</b> In the region of (usually 1 month)	<b>£4,000</b>
<b>Fixtures &amp; Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	<b>£25,000</b>