

# 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](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.

# The Red Lion, Brackley



### Key Highlights

- Prominent location in centre of Brackley close to historic town hall
- Courtyard area to side of the pub for outside drinking and dining
- Good sized catering kitchen, with plenty of storage capacity
- Offered with one months free from commercial rent
- Private garden area to rear with plenty of storage
- BII Membership

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team



## To Let

11 Market Place  
Brackley, NN13 7AB  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

With a historically strong level of trade established by its previous operators, The Red Lion presents an enticing opportunity to take on a popular community-focused local pub. Located in the centre of Brackley, within easy reach of the town's sizeable population, The Red Lion occupies a prime roadside location that makes it an instant draw for both locals and visitors to the area.



# The Red Lion, Brackley



## Location

The Red Lion is located just off the Market Place in the centre of Brackley. Brackley is an affluent town with good communication links, just off the A43, close to the M40 and within easy reach of the large towns of Northampton and Banbury.

## Property

The trading area of The Red Lion is based around a large central bar, with open plan seating for drinking and dining, plus a separate function room and bar to the rear of the property. There is a well equipped catering kitchen with ample storage and a good sized cellar under the bar. There is a large patio area to the side of the pub that presents a great opportunity for al fresco drinking and dining, as well as large garden behind the property. The domestic accommodation is in good condition and is spread over two floors; there are 4/5 bedrooms, lounge, kitchen, two bathrooms.

## Business Potential

There is all round potential for an enthusiastic operator, with good marketing and catering skills to drive both the wet and food trade. This site is ready to go, with the right operator to push sales. There a lot of local businesses in the area which could be targeted. The Red Lion has the potential to trade in the morning into the late evening.

## Suitable Applicants

The Red Lion would suit operators committed to providing great hospitality, with a desire to engage with their local community, enhance the pub's food offer and build upon its already strong reputation for community activity. Financial know-how is required to maximise the pub's profit potential, as is marketing experience in order to promote the Red Lion's events programme to the wider area.

# The Red Lion, Brackley

MAT figures	Total volume (Brewers barrels = 36 gallons)	Barrels (Beer and Stout)	Composite Barrels (Cider, wines, spirits, FAB's and minerals)
<b>Current Year</b>	n/e	n/e	n/e
<b>2019</b>	194.8	120.4	74.4
<b>2018</b>	242.5	148.8	93.7
<b>Volume Notes</b>	The current operator is subject to a full tie.		

## Anticipated Retained Income

<b>Drink Sales</b>	
<b>Food Sales</b>	
<b>Room Sales</b>	
<b>Gaming Machines</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, with licensing hours being 10.30 to 00.00 Monday to Thursday, 10.30 to 02:00 Friday and Saturday and 10.30 to 00.00 on Sunday. 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>£4,349</b>
<b>Accountancy Services</b> fees for a nominated accountant	<b>£3,168</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum	<b>£1,356</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>£27,500</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>£25,500</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>£6,500</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>£5,000</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>Advance Rent</b> In the region of (usually 1 month)	<b>£2,292</b>
<b>Working Capital</b> Minimum working capital required	<b>£10,000</b>
<b>Fixtures and Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment.	<b>£20,000</b>