

# 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 location in thriving Kenilworth town centre
- Additional income from letting rooms
- Pub offered with investment to enhance external appearance and refresh interior
- Profit potential in the region of £40000 per year
- Payment plan available for fixtures and fittings

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team

### Estimated Costs

|                               |            |
|-------------------------------|------------|
| Total estimated ingoing costs | £26,200    |
| Annual rent                   | £40,000 pa |



## The Cottage Inn, Kenilworth - Under Offer To Let

36 Stoneleigh Road, Kenilworth  
Warwickshire, CV8 2GD

[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

Located on the approach to the centre of Kenilworth, within easy reach of the town's sizeable population, the Cottage Inn occupies a prominent location and has a good roadside presence. Known locally for its welcoming nature and praised for its menu of freshly cooked hearty pub food, the pub also boasts an impressive selection of beers, wines, spirits and soft drinks to appeal to all tastes. The Cottage Inn's trading area is split into several sections: a large central bar is complemented by a quieter lounge area and garden, again meaning the pub has something to suit all occasions and preferences. This versatility has made it a regional favourite with everyone from young families to senior citizens' groups, and a consistently strong level of trade established by the previous operator means the Cottage Inn is primed for a fresh injection of ideas and enthusiasm.



# The Cottage Inn, Kenilworth - Under Offer



## Location

The Cottage Inn is situated on Stoneleigh Road on the way into Kenilworth, approximately one mile from the town centre and train station.

## Property

The trading area of The Cottage is based around a large central bar, with open plan seating for drinking and dining, plus a separate restaurant area giving an opportunity for functions. There is a well equipped catering kitchen with ample storage and a good sized cellar under the bar. There are five en-suite letting rooms on the first floor that add another excellent income stream. The domestic accommodation is in good condition and comprises two en-suite bedrooms, living room, bathroom and another room suitable for installing a domestic kitchen.

## Business Potential

We have investment planned at The Cottage Inn, with successful applicants, to refurbish inside and out to deliver a fantastic, community focussed business capable of attracting a wide customer base from the local area. We forecast the business will be capable of a turnover level of £362,893, delivering a partner profit of £41,139.

## Suitable Applicants

The Cottage Inn would suit an experienced operator with the maturity and empathy to tailor the pub's offer to the varied customer base that frequents it. Marketing know-how will be essential in promoting all the pub has to offer to its sizeable local customer base, as will strong financial skills to maximise food profits margins from the well-equipped catering kitchen.

# The Cottage Inn, Kenilworth - Under Offer

## Agreement Offered

A 3 year tenancy agreement is offered with a full tie to buy all drinks (beer, wines, spirits, minerals, stouts and ciders) from Wells & Co. Ltd.

## Premises Licence

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 11am to 12am Monday to Saturday and 12 noon to 11pm 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>£2,009pa</b>  |
| <b>Accountancy Services</b> fees for a nominated accountant   | <b>£2,600pa</b>  |
| <b>Stocktaking Services</b> We recommend all licensees should have six professional stocktakes per annum  | <b>£1,600pa</b>  |
| <b>Rent</b> In the region of (payable monthly in advance)   | <b>£40,000pa</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>£26,200</b> |
| <b>Security Deposit</b> Approximate figure, paid in advance to Wells & Co. Ltd held to cover credit and rental charges. Returnable at the end of the agreement.  | <b>£10,000</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>£4,500</b>  |
| <b>Valuers Fees</b> in the region of (paid to valuer) for valuing fixtures and fittings.   | <b>£800</b>    |
| <b>Training Course Fees</b> per person (payable to Wells & Co. Ltd) 5 day CRISP 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>£TBC</b>    |
| <b>Working Capital</b> Minimum working capital required  | <b>£10,000</b> |
| <b>Fixtures and Fittings</b> Estimated valuation (paid to the outgoing licensee via the valuer at least 7 days in advance) to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment. The successful applicant must reply upon the valuation provided by their appointed lice | <b>£TBC</b>    |