

# 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.

## The Plough, Stony Stratford



### Key Highlights

- Popular wet-led community pub
- Town centre location at the top of the high street
- Great reputation amongst local sports fans
- Profit potential in the region of £30,000 per year, plus gaming income
- Payment plan available for fixtures and fittings

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team



**WELLS & CO**  
SALES SHARE AGREEMENT  
*Become your own boss*

## To Let

London Road  
Stony Stratford, Buckinghamshire, MK11 1JA  
[View Pub Details](#)

### Be Part of a Winning Team



### Pub Overview

The Plough is a friendly, traditional pub in the heart of Stony Stratford, near Milton Keynes. Enjoying a prominent location near the town's high street, its thoughtful selection of real ales, wines, spirits and soft drinks is complemented by a popular food offer, with its delicious and great value breakfasts a particular hit amongst its loyal regulars.



# The Plough, Stony Stratford



## Location

Situated in Stony Stratford, an up and coming residential area close to Milton Keynes. The pub is located in the town centre close to the high street.

## Property

The pub is L-shaped, with a comfortable dining area to the front and a large bar area it has an enclosed patio to the front. As the trading area is generous, it can clearly be differentiated into different areas to support pub games, drinking and dining and TV events; sports fans regularly visit to watch the big match. Popular amongst local business and residents alike, The Plough has established itself as a hub and meeting place for its local community.

## Business Potential

The pub is already popular amongst the locals and services as a hub and meeting place in Stony Stratford for the local community its currently well patronised with the sports events and pub games Trade has been developed through well executed marketing plan focusing on events and entertainment. The Plough has the potential to achieve £10,144 net per week with wet and dry spit of 90/10. Sales at this level support a FMT rent of 28k. Please note that these are estimated figures which are for guidance purposes only.

## Suitable Applicants

The Plough would benefit from an experienced couple with strong personalities and entrepreneurial flair to develop the existing trade, especially through calendar events. Knowledge of the local area and the ability to engage with the community would be ideal.

# The Plough, Stony Stratford

| Month and Year of MAT figures 12/2018 | Total volume (Brewers barrels = 36 gallons)                            | Barrels (Beer and Stout) | Composite Barrels (Cider, wines, spirits, FAB's and minerals) |
|---------------------------------------|--|--------------------------|---|
| <b>Moving Annual Turnover</b>         | 57.5   | 49                       | 8.5   |
| <b>Last Year</b>                      | 60   | 46                       | 14  |
| <b>Previous year</b>                  | 64   | 88                       | 99  |
| <b>Volume Notes</b>                   | The current operator has a partial tie, Free for Minerals and packaged |                          |   |

## 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 and regulated entertainment,

## 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>£2,391pa</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>£28,000pa</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>£21785</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>£8,250</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>£3,500</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>£2333</b>   |
| <b>Working Capital</b> Minimum working capital required  | <b>£6,000</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. | <b>£20,000</b> |