

# 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.

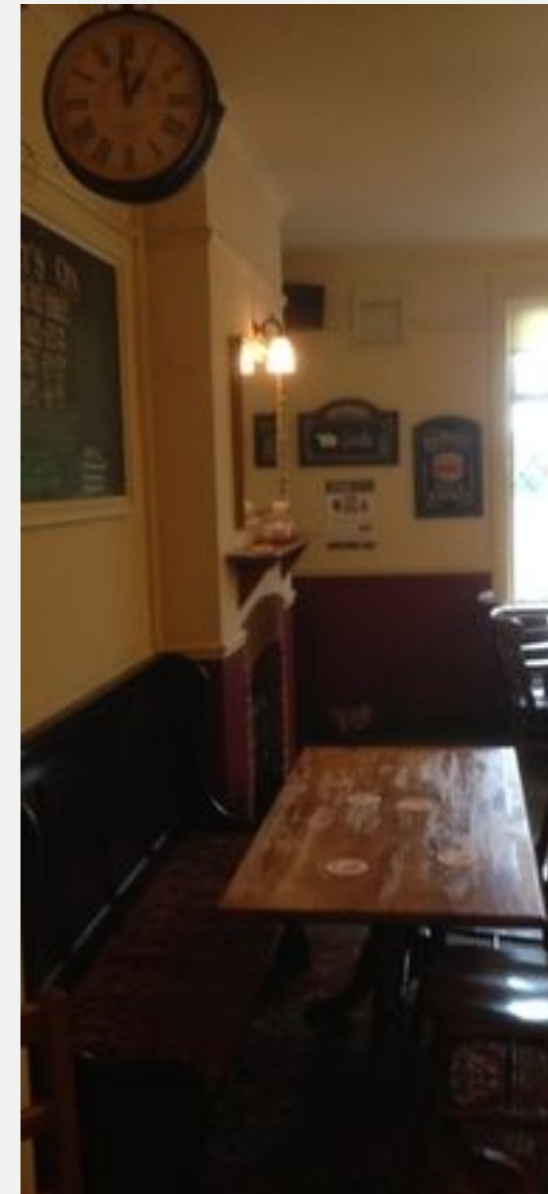
### Business Support

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

- Traditional country inn in prime location on village green
- Nine letting rooms
- 50 dining covers
- Well-equipped commercial kitchen
- 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 £24,392  
Annual rent £35,000 pa



WELLS & CO

## The Black Horse, Swaffham Bulbeck To Let

35 High St  
Swaffham Bulbeck, Cambridgeshire, CB25 0HP  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

A fixture of the Cambridgeshire village of Swaffham Bulbeck for over 350 years, the Black Horse enjoys a highly visible location on the edge of the beautiful village green. Friendly and welcoming in ambience, the pub offers extensive car parking and comes complete with a well-specced commercial kitchen in situ, meaning the infrastructure needed to create a destination dining venue is already in place. En-suite accommodation in a converted stable block provides an additional revenue stream for the savvy operator.

Situated just ten minutes from both Cambridge and Newmarket, the demographic within reach of the pub offers huge potential for developing its trade and establishing it as one of the premier drinking and dining options in the area.



# The Black Horse, Swaffham Bulbeck



## Location

The Black Horse Inn is situated in Swaffham Bulbeck, a village between Cambridge and Newmarket. The village has approximately 1,000 residents. It is 8 miles from Cambridge and 6 miles from Newmarket. The village is conveniently located close to the A14 & A11 dual carriageways.

## Property

- Separate letting rooms to rear of pub.
- Three distinct trading areas.
- Well equipped commercial kitchen.
- Large domestic accommodation.

The site is well equipped as a traditional country inn. Internally there are three distinct trading areas.

a. Upon entrance the restaurant sits to the left with direct access to the commercial kitchen to the rear.

b. To the right lies the bar area with informal seating which can also be utilised for dining. Off this lies a conservatory affording further covers.

c. To the rear of the site there is an accommodation block arranged in a courtyard housing 7 of the letting rooms, all of which are ensuite. On the first floor there are a further 2 letting rooms & access to the domestic accommodation

The domestic accommodation comprises kitchen, lounge & bathroom/utility room on the first floor with two bedrooms, one with ensuite, on the second floor.

## Business Potential

The site currently benefits from a good local trade so it is important to sustain that trade by offering socially focused events to maintain the pubs position as the hub of the community. Opportunity lies in developing both the food offer & accommodation. While occupancy rates are good there is scope to increase revenue by targeting local businesses, in particular within the horse racing industry. The current operators have elected not to use the two letting rooms within the main building. Bringing these into use could improve revenue from the accommodation. Equally a strong food offer with focus on quality & consistency can help to increase spend per head. The Black Horse has a fair maintainable turnover of £381,680 net per annum based on a 56/26/18 split (wet/dry/accommodation).

## Suitable Applicants

The ideal applicant should be committed to providing excellent hospitality to new customers, able to engage with the local community and drive sales via a range of activities. Experience of retail catering and providing consistently great hospitality will be essential to making a success of the Black Horse. A thorough approach to marketing is important to ensure that the retail offer is well promoted in the local area.

# The Black Horse, Swaffham Bulbeck

| Month and Year of MAT figures 02/2020 | Total volume (Brewers barrels = 36 gallons) | Barrels (Beer and Stout) | Composite Barrels (Cider, wines, spirits, FAB's and minerals) |
|---------------------------------------|---|--------------------------|---|
| <b>Moving Annual Turnover</b>         | 176   | 144                      | 32  |
| <b>Last Year</b>                      | 187   | 153                      | 34  |
| <b>Previous year</b>                  | 189   | 152                      | 37  |
| <b>Volume Notes</b>                   | The current operator is fully tied          |                          |   |

## 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. A long term fully insuring and repairing lease agreement would be considered for a well-funded and experienced applicant.

## Premises Licence

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 1100 to 0000 Sunday to Thursday and 1100 to 0100 Friday to Saturday. 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>£2,753</b>  |
| <b>Accountancy Services</b> fees for a nominated accountant   | <b>£2,600</b>  |
| <b>Stocktaking Services</b> We recommend all licensees should have six professional stocktakes per annum  | <b>£1,560</b>  |
| <b>Rent</b> In the region of (payable monthly in advance)   | <b>£35,000</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>£24,392</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. Note - If the business is to be run as a limited company, personal guarantors from each company director are required. | <b>£8,750</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. 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>£3,442</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>£22,500</b> |