

# 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

MISREPRESENTATION ACT 1967  
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 Oxford Blue, Oxford



### Key Highlights

- Well equipped pub, ready to trade having undergone extensive recent investment
- Neighbourhood location in the heart of Oxford between Iffley Rd and Cowley Rd
- Prominent pizza oven and servery counter at theatre to trading area
- 80 cover internal trading area serviced from a central bar with 30 cover 'patio' and garden area
- Conditional Purchase Agreement considered to help with purchase of fixtures and fittings

### Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team



## To Let

32a Marston St, Cowley  
Oxford, Oxfordshire, OX4 1JU  
[View Pub Details](#)

### Be Part of a Winning Team



### Pub Overview

Friendly and inviting, the Oxford Blue enjoys a prime location in a busy residential area, profiting from the constant footfall on nearby Iffley Rd and Cowley Rd. The pub has until recently operated under direct management as a 'neighbourhood local': wet-led, but featuring freshly-made artisan pizza and 'pots' of comfort food, all served from a theatre style pizza oven and food counter that sits within the trading area. The pub is offered with this equipment in situ, however there could be consideration for conversion of this area back to trading space. Pubs such as the Oxford Blue form the cornerstone of suburban life; if the idea of becoming the figurehead of this locals' favourite appeals to you, we'd love for you to get in touch.



# The Oxford Blue, Oxford



## Location

The Oxford Blue is situated on Marston St, a road joining both the Ifley Rd & Cowley rd. The pub enjoys a location in a primarily residential area, within walking distance of Cowley Rd which is the centre of this busy neighbourhood with many shops, local facilities and other pubs and bars.

## Property

- 80 covers internally, served from central bar complete with coffee station. Separate glass wash area.
- Feature pizza oven (gas) with servery counter, separate kitchen with 6 burner electric oven, chiller & freezers
- 2 floor domestic accomodation, 3 bedrooms & bathroom
- Ground floor external cellar and bin storage area

## Business Potential

For those with a passion for pizza and simple food, this pub has great potential to build on the existing offer. Its situated in a busy neighbourhood benefitting from local residents and the extensive student population for whom its become a place to meet friends. With its 80 cover trading area it has the potential to cater for groups as well as individuals, trading throughout the day for coffee and snacks as well as an extensive range of beers and wine along with the food offer.

## Suitable Applicants

The Oxford Blue requires a switched-on community operator with a passion for great beer, the drive to develop the pub's food offer and a desire to embed themselves at the heart of suburban Oxford life. A focus on a regular events programme will also be pivotal in maximising the Oxford Blue's appeal.

# The Oxford Blue, Oxford

| Month and Year of MAT figures 2019/2020 | Total volume (Brewers barrels = 36 gallons) | Barrels (Beer and Stout) | Composite Barrels (Cider, wines, spirits, FAB's and minerals) |
|---|---|--------------------------|---|
| <b>Moving Annual Turnover</b>           | 120   | 100                      | 20  |
| <b>Last Year</b>                        | 127   | 102                      | 25  |
| <b>Previous year</b>                    |   |                          |   |
| <b>Volume Notes</b>                     | The current operator is fully tied          |                          |   |

## 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 with licensing hours being 09.00 - 23.00 Sunday to Wednesday and 09.00 - 00.00 Thursday 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>£3,000</b>  |
| <b>Accountancy Services</b> fees for a nominated accountant   | <b>£4,050</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>£25,366</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>£4,000</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>£2,916</b>      |
| <b>Working Capital</b> Minimum working capital required  | <b>£8,000</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>£40,000 TBC</b> |