

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 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.

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. 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.

Bird & Bush, Luton - Sales Share Agreement



Key Highlights

- Community pub in sought after residential area on northern outskirts of Luton.
- Large open lounge bar, featuring dining and games areas with approx 90 covers.
- Fully equipped catering kitchen.
- 90/10 wet/food split with undoubted potential to grow food sales.
- 3 bedroom family accommodation.

Could this be the pub for you?

Please ring 01234 244453 to speak with our recruitment team



To Let

Hancock Drive
Luton, Bedfordshire, LU2 7SF
[View Pub Details](#)

Be Part of a Winning Team



Pub Overview

The Bird & Bush is located in a residential area on the northern outskirts of Luton. The town centre is only 2 miles away and can be easily accessed from the M1 or A6. The pub serves customers from the residential estates to the northern end of Luton. The Bird & Bush is well connected with the local community and features Sports TV, live music events and pub games. The quality of the wet led entertainment is in need of a refresh to keep the reasons to visit strong. The quality of the current food offer is in need of developing to drive strong and sustainable sales amongst the current & new clientele, local residents and destination trade. The Fair maintainable turnover is £6,250 net a week on a 80/20 wet/food split.



Bird & Bush, Luton - Sales Share Agreement



Location

The Bird & Bush is located in a residential area on the northern outskirts of Luton. The town centre is only 2 miles away and can be easily accessed from the M1 or A6. The pub serves residents from the residential estates to the northern end of Luton.

Property

- This detached community pub is a substantial 2 storey property of brick construction occupying an excellent trading position at the entrance to a small group of retail outlets.
- The large and open trading area are in a reasonable state of repair, the ground floor comprises of a single central bar which serves the lounge, dining and games areas. Externally there is a good sized paved beer garden with timber picnic benches and a covered designated smoking area.
- There is a fully fitted commercial grade kitchen with stainless steel appliances and preparation surfaces. There is also a ground floor cellar with additional storage area.
- The domestic accommodation is situated on the first floor and comprises of three bedrooms, one with en-suite shower, kitchen, lounge and bathroom.

Business Potential

- With the current 93/7 wet/food split, there is potential to increase weekly sales by driving the food offer and number of functions. In addition, there is a great opportunity to maximise wet trade by building on the current activity and putting the pub at the heart of the local community.
- From previous experience, based on the style of operation and the location, we would anticipate that the Bird & Bush has the potential to reach a fair maintainable turnover of £325,000 net per annum (£7,500 gross per week) with an 80/20 split wet to dry. Please note that these are estimated figures which are for guidance purposes only. Fair Maintainable Trade income Wet £260,000. Food £65,000 Potential Profit before drawings £24,900

Suitable Applicants

This opportunity would suit a strong, experienced operator with catering skills. Applicants must be committed to driving new wet activity and enhancing the food offer. In addition, they will need to be committed to providing great hospitality and engage with the local community.

Bird & Bush, Luton - Sales Share Agreement

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)
Moving Annual Turnover	142	142	22
Last Year	180	156	24
Previous year	191	166	25
Volume Notes			

Anticipated Retained Income

Drink Sales	260,000
Food Sales	65,000
Room Sales	N/A
Gaming Machines	TBC

Agreement Offered

A 5 year fixed term Sales Sharing agreement is offered with a full tie to buy all drinks (beer, wines, spirits, minerals, stouts and ciders) however all wet stock is supplied and paid for by Wells & Co. The Retained Income for the operator for this site will be 35% of net weekly turnover on wet sales, 95% on Food and retained income of 50% of gaming machine profits.

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. 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.

Ongoing Costs

Service Charge Payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). NICEIC Electrical Test (tenancies only)	4,530
Accountancy Services fees for a nominated accountant	3,870
Stocktaking Services We recommend all licensees should have six professional stocktakes per annum	960
Rent In the region of (payable monthly in advance)	

Anticipated Investment Required

APPROXIMATE TOTAL Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings.	10,000
Security Deposit 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.	6,000
Training Course Fees Per person (payable to Wells & Co. Ltd) 5 day induction course mandatory for all licensees - NB £800 for two people	550
Administration Fee In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement	750
Working Capital Minimum working capital required	2700

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.