

# 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 Round Bush, Luton



### Key Highlights

- Pub interior and exterior currently undergoing refurbishment
- Open plan, community pub in sought after residential area on northern outskirts of Luton
- Fully equipped catering kitchen with an opportunity to grow food sales
- 3 bedroom family accommodation
- Ideal opportunity for a manager looking for their own first pub business
- BII Membership

### 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

Whilst the current Bird & Bush is known in the local community as a wet led pub which features Sports TV, DJ's and pub games we believe that in order to attract the local Bushmead residents that the pub requires a refurbishment and a change to its traditional offering. The pub should be a popular community venue with traditional pub activities supported by a fresh food offering at affordable prices. In order to move away from the reputation of the previous offering, we are also proposing a name change, to The Round Bush, so that the pub can have a totally fresh start.



# The Round Bush, Luton



### Location

The Bird & Bush is located in the suburb of Bushmead 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 area is mainly residential, with a few educational institutes including the Luton Sixth Form and Bushmead Primary school. There are some local shops located centrally. The area has countryside to the east and this has many walks and paths that lead to Warden Hill and Butterfield Green.

### 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, however our intention is to invest in order to attract the pubs target consumer. The ground floor comprises of a single central bar which serves the lounge and dining areas. Externally, there is a reasonably sized courtyard.
- There is a fully fitted commercial grade kitchen with stainless steel appliances and preparation surfaces. There is also a ground floor cellar and seperate areas for storage.
- 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

Situated in a nice Luton suburb with plenty of chimney pots and limited competition, there is potential to increase weekly food sales by developing a consistent and traditional pub food providing value for money with a good children’s menu. In addition, there is a fantastic opportunity to attract local residents by hosting traditional weekly activities such as a pub quiz, local charity fund raising events, pay-day parties and children’s activities within school holidays.

Post refurbishment, with the right retail offer, we would anticipate that the Round Bush has the potential to reach a fair maintainable turnover of £537,000 net per annum (£12,400 gross per week) with an 66/34 spilt, wet to dry. Please note that these are estimated figures which are for guidance purposes only. The potential Profit before drawings should be in the region of £33,875, before machine income, est at £3,800.

### Suitable Applicants

The ideal operator/s must have a strong and welcoming personality with the ability to build strong relationship with local community groups. The confidence to manage a strong bar trade providing a safe place for all guests combined with the ability to juggle food and wet trade and lead a team by example to deliver very high standards would be highly advantageous. Experience with marketing and financial skills is also essential.

# The Round Bush, Luton

Month and Year of MAT figures March 2021	Total volume (Brewers barrels = 36 gallons)	Barrels (Beer and Stout)	Composite Barrels (Cider, wines, spirits, FAB's and minerals)
Moving Annual Turnover	N/a	N/a	N/a
Last Year	162	143	19
Previous year	188	177	11
Volume Notes	Fully tied on the wet stock but supplied by Wells & Co		

### Anticipated Retained Income

Drink Sales FMT	£354,900
Food Sales FMT	£182,000
Gaming Machines FMT	£3,846
FMT = Fair Maintainable Trade	Total: £540,746

### Agreement Offered

A 5-year fixed term tenancy agreement is offered with a full for all food and drinks (beer,wines, spirits, minerals, stouts and ciders) from Wells and Co Pub Partners, however all wet stock is supplied and paid for by Wells & Co. The Retained Income for the operator for this site will be 38% of net weekly turnover on wet sales, 42% on food and 50% of gaming machine profits.

### Premises Licence

There is a current premises license in place for alcohol and licensable activities, with licensing hours being 10am - 12:30am Monday through to 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.

### Ongoing Costs

Service Charge Payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only). NICEIC Electrical Test (tenancies only)	£3,796
Accountancy Services Fees for a nominated accountant	£4,254
Stocktaking Services Six professional stocktakes per annum	£0
Rent In the region of (payable monthly in advance)	£0

### Anticipated Investment Required

APPROXIMATE TOTAL Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings.	£7,920
Security Deposit Payable in advance to Wells to cover charges incurred by your business. If your business is to operate as a limited company a bond of £10,000 is required together with a personal guarantee for all directors	6,000
Stock & Glassware In the region of (paid to the outgoing licensee on the day of changeover) to cover the value of opening stock	£0
Valuers Fee In the region of( paid to valuer) for valuing fixtures and fittings.Minimum working capital required	£0
Advanced Rent In the region of (usually 1 month) - negotiable	£0
Fixtures & Fittings Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment	£0
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	£370
Working Capital Minimum working capital required	£1,000

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