

# 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](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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# Business Opportunity



### Key Highlights

- Stunning Thatched Pub in the beautiful village of East Haddon
- 7 stylish letting rooms
- Recently decorated, bar and eating area, with further attractive restaurant areas, including private dining room.
- Large attractive garden to the rear of the pub leading from the restaurant
- Turnover in excess of £775,000 per annum

### Could this be the pub for you?

Please ring 01234 244453 to speak with Louisa in our recruitment team.

### Estimated Costs

Total estimated ingoing costs	43,000
Annual rent	82,400



## Red Lion, East Haddon To Let

Main Road  
East Haddon, Northamptonshire, NN6 8BU

[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The Red Lion is an award-winning, food-led destination pub in the affluent Northamptonshire village of East Haddon. The Red Lion offers a golden opportunity for a new operator to enjoy a fantastic established business & capitalise upon its extensive trading area. Boasting seating for 84 covers, 7 letting rooms and a large garden area to the rear and adjacent to the rear car park. There is also a small patio for al fresco dining to the side of the pub, supported by a fully equipped trade kitchen and cellar. The pub's dining credentials are clear to see, within the main bar, restaurant, and private dining room; drinkers meanwhile are catered for by a lounge style area as you first enter the premises. Whether guests are looking for a quiet morning coffee, a few drinks with friends, and stay vacation, a business stayover or a memorable dining experience, The Red Lion has something to delight all who wish to visit.



# Red Lion, East Haddon



## Location

The Red Lion in East Haddon is situated in the Heart of North Northamptonshire. East Haddon is a picturesque village 1/2 mile from the A428 with Northampton 8 miles to the south and Rugby 13 miles to the north. The beautiful tourist attraction of Althorp House and Village is only 3 miles away.

## Property

- Three-story attractive stone built, period property with Thatched roof, sits on a large plot in the heart of the village of East Haddon with private car park 20+.
- Large garden provides a great opportunity to extend trading potential in the warmer weather. The garden is towards the rear of the property and mainly a well maintain grass area, which also includes a small decking area for al fresco dining. To the front and side of the building is a charming patio area for either al fresco dining or for a drink in the evening sun.
- Main bar has recently gone through a refurbishment, adding to the high quality condition through the building, the site remains very well presented.
- Bar area has approximately 16 covers and plays host to an area for a casual drink or a light bite for casual diners.
- 3 dining areas, first a more casual dining area off the bar, then to the rear a fantastic room with high beams full of character, and a smaller room which can easily also be used as a private dining or meeting room.
- 7 boutique style bedrooms all with ensuite and are to excellent standard.
- Fully equipped catering kitchen, ample cellar and dry storage.
- Separate living accommodation consists of lounge, dining room, kitchen, bathroom, and 2 bedrooms, all in good condition.

## Business Potential

The Red Lion is an award-winning pub with an excellent reputation for food. It deserves a successful and entrepreneurial operator who is passionate about delivering an incredible experience every time - whether cask ales, quality wines, mouth-watering food or a relaxing stay in amazing surroundings.

The new operator should seek develop an already great business via their own individual approach, alongside a strong marketing campaign to promote all the unique facilities.

We consider the Fair Maintainable Turnover for the Red Lion to be £775,000pa net of VAT, sustaining a rent of £82,400pa on an income split of 31% wet, 53% food and 16% accomodation.

## Suitable Applicants

The Red Lion has so much to offer an experienced operator with the vision to take full advantage of its beautiful facilities, location and inviting look and feel.

Experience of operating a food-led business is absolutely essential, while the skill set to effectively market all the pub has to offer will create new opportunities for The Red Lion. The successful operator will need strong commercial and financial skills that are complemented by a passion for providing fantastic hospitality and the creativity to grow the business from multiple revenue streams.

# Red Lion, East Haddon

MAT rolling 12 months to Feb 2020	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
<b>Moving Annual Turnover</b>	139	69	66
<b>Last Year</b>	142	73	69
<b>Previous year</b>	141	72	69
<b>Volume Notes</b>	Volumes have been effected by covid closure. Full tie to purchase all draft, wines, minerals and spirits from Wells and Co Ltd		

## Anticipated Retained Income

<b>Drink Sales</b>	<b>31%</b>
<b>Food Sales</b>	<b>53%</b>
<b>Room Sales</b>	<b>16%</b>

## Agreement Offered

A 3 or 5 year fixed term or renewable tenancy agreement (if fully funded) 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 live entertainment with licensing hours being 11am to 12am Monday to Saturday and 12noon to 11.30pm 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](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>3,513</b>
<b>Accountancy Services</b> fees for a nominated accountant	<b>4,010</b>
<b>Stocktaking Services</b> We recommend all licensees should have six professional stocktakes per annum	<b>1,600</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>82,400</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>43,167</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>20,600</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>6,867</b>
<b>Working Capital</b> Minimum working capital required	<b>10,000</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>50,000</b>