

# 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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# Business Opportunity



### Key Highlights

- 3 months free rent - saving £7,375
- Grade II listed 17th Century Coaching Inn, overlooking the Market Square
- Newly refurbished bar area and restaurant
- Exposed beams and open fires
- Private walled garden with seating and outside front area with seating
- Six ensuite letting rooms and separate function room

### Could this be the pub for you?

Please ring 01234-244453 to speak with our recruitment team

### Estimated Costs

Total estimated ingoing costs	£24,400
Annual rent	£29,500



## The Unicorn Inn - Close to The Cotswolds To Let

Market Place, Deddington  
Banbury, Oxfordshire, OX15 0SE  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

In the heart of Deddington the Unicorn offers a beautiful building with a cosy bar and restaurant, all newly refurbished, with open fires and traditional décor, there is a lovely enclosed garden for the sunny days and a outside seating area ideal for people watching with the dog looking onto the Market place. In the evenings customers can stay in one of the six ensuite guest rooms and enjoy delicious food, great beer and a warm welcome.



# The Unicorn Inn - Close to The Cotswolds



## Location

The Unicorn is situated in the heart of Deddington, a beautiful Oxfordshire market town on the A4260 Oxford Road just South of Banbury.

## Property

An imposing three storey brick built 17th century coaching inn with oodles of character and traditional features. The restaurant to the rear comprises of approx. 40 covers, bar area at the front comprises of approx. 24 covers for either drinking or dining, there is also a separate snug room with approx. 15 covers. Back of house boasts a well equipped catering kitchen, separate washing up and food prep area and a laundry room, and a courtyard useful for bins and access for deliveries. Upstairs offers a separate function room which seats approx. 30. Further to this there are 6 letting rooms, a managers flat, and a further 2 staff bedrooms if required.

## Business Potential

There is a great opportunity at the Unicorn to build and develop all areas of the business, with improved focus on driving sales through all the trade areas, function room and letting rooms. We forecast the business will be capable of a turnover of £514,540 delivering a possible partner profit of £35,000.

## Suitable Applicants

This opportunity would suit a chef and front of house couple perfectly who have experience in running a successful food and accommodation business.

# The Unicorn Inn - Close to The Cotswolds

MAT rolling 12 months to 2020	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
<b>Moving Annual Turnover</b>	87.9	73	14.9
<b>Last Year</b>	153	130.6	22.14
<b>Previous year</b>	106	85.4	21.2
<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>Food Sales</b>	

## Agreement Offered

A 3 year or 5 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.

## Premises Licence

Premises license in place for alcohol, regulated entertainment and late night refreshment with licensed hours being 10am to 11pm, Monday to Thursday, 11am to 12.30am Friday and Saturday and 11am to 11pm on Sundays. A copy of the license will be made available for applicants to view.

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>£3,400</b>
<b>Accountancy Services</b> Fees for a nominated accountant based on a £4-£7k turnover per week - £182.08 per month	<b>£2,184</b>
<b>Stocktaking Services</b> Six professional stocktakes per annum recommended	<b>£600</b>
<b>Rent</b> In the region of (payable monthly in advance)	<b>£29,500</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>£24,400</b>
<b>Security Deposit</b> 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	<b>£8,700</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>Working Capital</b> Minimum working capital required	<b>£10,000</b>
<b>Stock &amp; Glassware</b> In the region of to cover the value of opening stock	<b>£4,000</b>
<b>Valuers Fee</b> In the region of (paid to valuer) for valuing fixtures and fittings. Minimum working capital required	<b>£800</b>
<b>Advanced Rent</b> In the region of (usually 1 month) - negotiable	<b>£0</b>
<b>Fixtures &amp; Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment	<b>TBC</b>