

# BLACK HORSE INN

## 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.charleswells.co.uk](http://www.charleswells.co.uk) 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 244423 or via email at [retailrecruitment@charleswells.co.uk](mailto:retailrecruitment@charleswells.co.uk). 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 Charles Wells the chance to learn more about each other. You will also have the opportunity to ask any questions you have.

## BUSINESS, FINANCE & MARKETING PLAN & 2ND INTERVIEW

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 (CRISP). This will help prepare you for your new business venture and you'll meet a number of key Charles Wells 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

Charles Wells 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

# BUSINESS OPPORTUNITY



**Charles Wells**  
BREWING FAMILY SINCE 1876



Image for illustrative purposes only

## Black Horse Inn

### TO LET

Black Horse Inn, 35 High St, Swaffham Bulbeck, Cambridge CB25 0HP  
[www.charleswellspubs.co.uk/pubs/opportunities](http://www.charleswellspubs.co.uk/pubs/opportunities)

### ESTIMATED COSTS

Total estimated ingoing costs	£26,016
Annual rent	£35,000 pa

### BE PART OF A WINNING TEAM

The Black Horse Inn is a Charles Wells pub



### THE BLACK HORSE INN HIGHLIGHTS

- Traditional country inn situated on village green.
- 9 letting rooms.
- 60 covers.
- Well equipped commercial kitchen.
- Separate bar & restaurant areas.

### LOCATION

The Black Horse Inn is situated in Swaffham Bulbeck, a village between Cambridge & Newmarket. The village has approximately 1,000 residents. It is 8 miles from Cambridge & 6 miles from Newmarket. The village is conveniently located close to the A14 & A11 dual carriageways.

### RETAIL DEVELOPMENT MANAGER

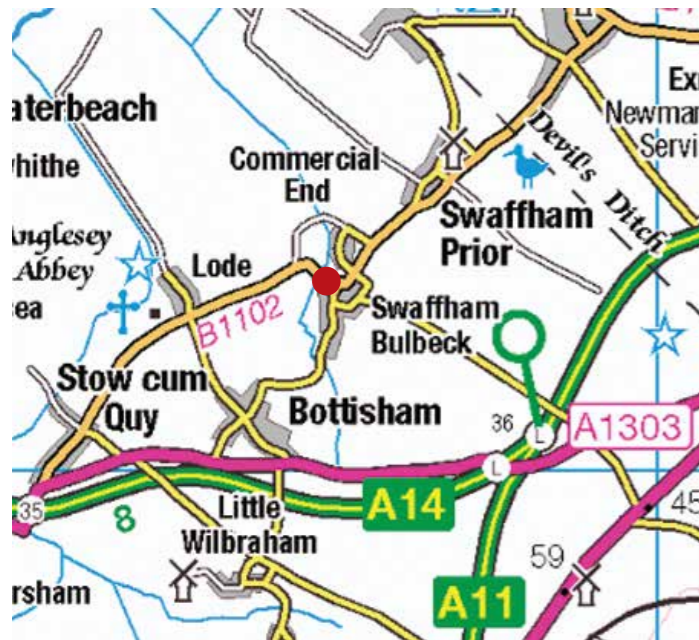


The RDM is Nick Wells who can be contacted direct on 07970 248069

MISREPRESENTATION ACT 1967

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# BLACK HORSE INN



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## PUB OVERVIEW

The Black Horse Inn benefits from several income streams & as such presents a fantastic business opportunity. A proactive approach to trade building has seen the pubs sphere of influence increase over the current operators tenure. At present the site is attracting drinkers, diners & a mix of clientele for the letting rooms. The close proximity to both Cambridge & Newmarket make it an attractive destination for both eating & staying. This site represents the quintessential country inn.

## PROPERTY

- Separate letting rooms to rear of pub.
- Three distinct trading areas.
- Well equipped commercial kitchen.
- Large domestic accommodation.

The site is well equipped as a traditional country inn. Internally there are three distinct trading areas. Upon entrance the restaurant sits to the left with direct access to the commercial kitchen to the rear. To the right lies the bar area with informal seating which can also be utilised for dining. Off this lies a conservatory affording further covers. To the rear of the site there is an accommodation block arranged in a courtyard housing 7 of the letting rooms, all of which are en suite. On the first floor there are a further 2 letting rooms & access to the domestic accommodation. The domestic accommodation comprises kitchen, lounge & bathroom/utility room on the first floor with two bedrooms, one with ensuite, on the second floor.

## BUSINESS POTENTIAL

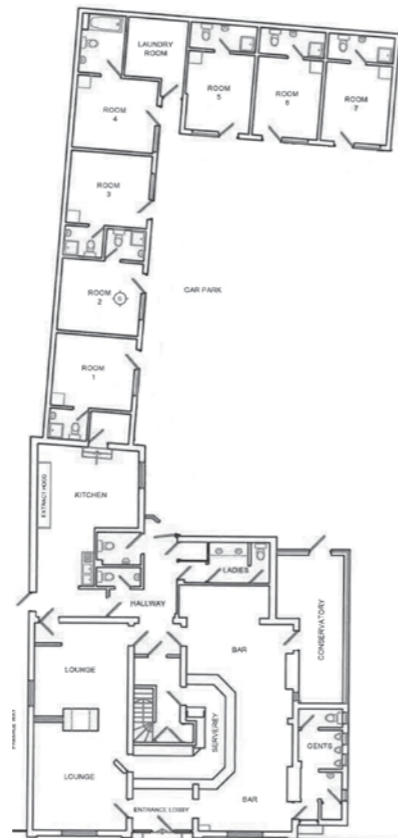
The site currently benefits from a good local trade. It is important to sustain that trade by offering socially focused events to maintain the pubs position as the hub of the community. Opportunity lies in developing both the food offer & accommodation. While occupancy rates are strong there is scope to increase revenue by targeting local businesses, in particular within the horse racing industry. The current operators have elected not to use the two letting rooms within the main building. Bringing these into use could improve revenue from the accommodation. Equally a strong food offer with focus on quality & consistency can help to increase spend per head.

The Black Horse can reach a turnover of £335,000 net per annum based on a 55 /30/15 split (wet/dry/accommodation).

## SUITABLE APPLICANTS

The ideal applicant should be committed to providing excellent hospitality to new customers, able to engage with the local community & drive sales through a range of activities. Experience of retail catering & hospitality is critical in the running of the Black Horse. A strong vision & understanding of marketing is important to ensure that the retail offer is well promoted in the local area.

## LICENSING LAYOUT



# BLACK HORSE INN

	Total volume Brewers barrels = 36 gallons	Barrels Beer and Stout	Composite Barrels Cider, wines, spirits, FAB's and minerals
Last Year	182	144	38
Year 2	189	146	44
2 Year plus MAT	184	144	40
Volume Notes	Full tie		

## TENANCY OR LEASE OFFERED

A 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 Charles Wells Ltd.

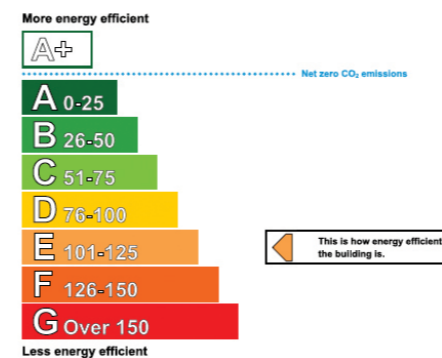
## PREMISES LICENCE

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 1100 to 0000 Sunday to Thursday and 1100 to 0100 Friday 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.

## ENERGY PERFORMANCE



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## ANTICIPATED INVESTMENT REQUIRED

We estimate the investment required for this pub would be as follows:

**Security deposit** in the region of **£8,000**  
(paid in advance to Charles Wells Pub Company) held to cover credit and rental charges. Returnable at the end of the agreement.

**Fixtures and fittings** estimated valuation **£25,000**  
(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. The successful applicant must rely upon the valuation provided by their appointed licensed trade valuer in relation to the actual sum to be paid.

**Stock and glassware** in the region of **£3,000**  
(paid to the outgoing licensee on the day of changeover) to cover the value of opening stock.

**Valuers fees** in the region of **£800**  
(paid to valuer) for valuing fixtures and fittings.

**Training course fees** per person **£550**  
(payable to Charles Wells Pub Company) 5 day CRISP induction course mandatory for all licensees. NB £800 for two people.

**Administration fee** in the region of **£750**  
(payable to Charles Wells Pub Company in advance) to cover e.g. premises licence changes, solicitors fees and agreement.

**Minimum working capital required** **£10,000**

**Advance rent** in the region of (usually 1 month) **£2,916**

**APPROXIMATE TOTAL** **£51,016**

Includes fixtures and fittings, payment of which can be spread over the period of the agreement. Please note that these are estimated figures, given as a guide only.

## ONGOING COSTS

**Rent** **£35,000 pa**  
(payable monthly in advance).

**Service charge** in the region of **£1,820 pa**  
payable monthly, to include: Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only), NICEIC Electrical Test (tenancies only).

**Accountancy services** in the region of **£2,600 pa**  
fees for nominated accountant (payable monthly).

**Stocktaking services** in the region of **£1,560 pa**  
we recommend all licensees should have six professional stocktakes per annum.

Please note that these are estimated figures, given as a guide only.

Goods and services may be subject to VAT.