

NEW BOWLING GREEN

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 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 244423 or via email at 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



LOCATION

Located on the edge of Warwick town centre, the pub is accessible from the St Nicholas Car Park, which is also used by coach tours. Warwick is a historic town with a buoyant tourist and student population. Warwick Castle is a short walk away, and attracts over half a million visitors each year.

RETAIL DEVELOPMENT MANAGER



The RDM is Nathan Darby who can be contacted direct on 07970 222748

New Bowling Green

TO LET

The New Bowling Green, 13 St Nicholas Church St, Warwick CV34 4JD
www.charleswellspubs.co.uk/pubs/opportunities

ESTIMATED COSTS

Total estimated ingoing costs	£49,033
Annual rent	£35,800 pa

BE PART OF A WINNING TEAM

The New Bowling Green is a Charles Wells pub



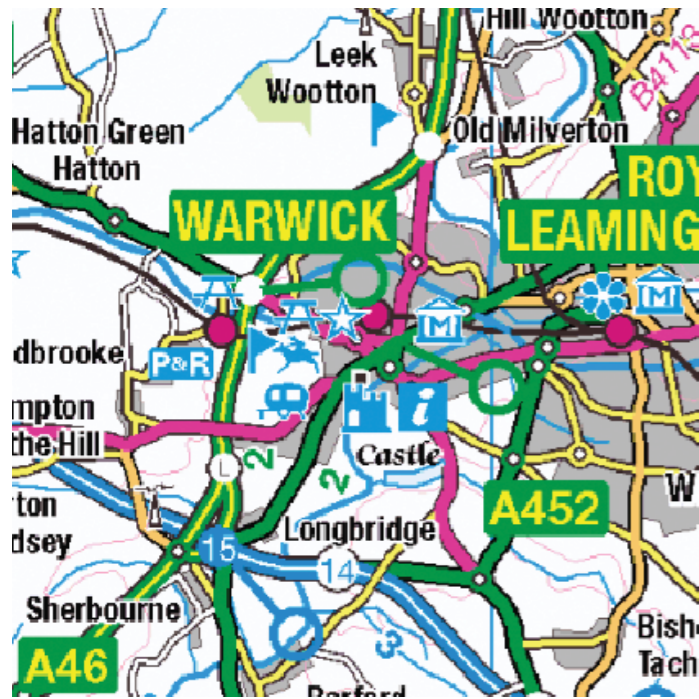
THE NEW BOWLING GREEN HIGHLIGHTS

- Town centre pub very close to the local amenities and residential areas
- 15th Century traditional pub with fantastic period charm and features
- Large secluded beer garden with 50+ covers, a prime asset in a town centre
- Located in a tourist hotspot, a short walk away from Warwick Castle
- Established drink trade, with opportunity to introduce a fresh food offer

MISREPRESENTATION ACT 1967

Charles Wells 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.

NEW BOWLING GREEN



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PUB OVERVIEW

The New Bowling Green is popular with locals and has built up a loyal trade with residents and people working in the town centre. The pub offers a good mix of cask ales, world lagers and Charles Wells craft brews. Food sales have traditionally made up a relatively small proportion of the turnover, but this offers an opportunity to the right operator. The extensive walled garden is a prized asset that drives trade in the summer months.

PROPERTY

- The New Bowling Green is part of a 15th Century terrace, with traditional period features. It is on the edge of the town centre and the garden backs onto a large car park used by locals and tourists.
- The trading area is served by a single bar and offers circa 30 covers, split between a bar/dining area and a cosy snug room.
- The pub is serviced by an underground cellar and a well appointed commercial kitchen.
- The domestic accommodation consists of three bedrooms, lounge and bathroom.

BUSINESS POTENTIAL

- Both the food and drink trade offer a great opportunity to develop sales. Engagement with the local community and town centre commuters is key, through a consistent and high quality offer. A well executed fresh food offer is vital to build trade and the pub has great opportunity amongst people using the town centre and tourists.
- From experience based on the style of operation, location and previous sales data we have appraised the net Fair Maintainable Turnover to be £412,565 pa. This will support a rent of £35,800 pa.

SUITABLE APPLICANTS

This opportunity would ideally suit an experienced operator with outstanding hospitality skills and the drive and vision to develop sales to execute their business plan. Owing to the location and trading style, experience of a premium food and drink retail offer is essential.

LICENSING LAYOUT



NEW BOWLING GREEN

	Total volume Brewers barrels = 36 gallons	Barrels Beer and Stout	Composite Barrels Cider, wines, spirits, FAB's and minerals
2015	247	205	42
2016	248	195	53
MAT	256	199	57
Volume Notes	Full Tie		

TENANCY OR LEASE OFFERED

A 3 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. A long term fully insuring and repairing lease agreement would be considered for a well-funded and experienced applicant.

PREMISES LICENCE

There is a current premises license in place for alcohol and regulated entertainment, with licensing hours being 11am to 11pm Monday to Saturday and 12 noon to 10:30pm 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 We always encourage our licensees to challenge rates by using Gerald Eve, our nominated specialist.

ANTICIPATED INVESTMENT REQUIRED

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

Security deposit in the region of **£8,950**
 NB: for Limited Company **£10,000**
 (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 **£20,000**
 (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 **£5,000**
 (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) **£2,983**

APPROXIMATE TOTAL £49,033

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 **£35,800 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.

