Application Process

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Personal License

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 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 244453 or via email at 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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The Banbury Cross - Banbury

WELLS & CO
SALES SHARE AGREEMENT
Become your own boss

Key Highlights

- 18th century traditional pub, right in the heart of the beautiful Oxfordshire market town
- Prominent town centre location
- Large attractive patio, part covered with seating and stage area
- Known for sports and live music with separate function room
- Domestic accommodation consists of 4 bedrooms, lounge, kitchen, bathroom, separate WC, plus two attic rooms

Is this the pub for you?

Please ring 01234 244453 to speak with our recruitment team

To Let

Butchers Row
Banbury, Oxfordshire, OX16 5JH
View Pub Details

Be Part of a Winning Team

WINNER BEST TRAINING PROGRAMME (LEASED & TENANTED) | BII NITAs 2018

Pub Overview

Boasting a prime location in Banbury town centre just a few hundred yards from the iconic cross from which it derives its name, this delightful pub is ideally situated to profit from both visitors and the sizeable population on its doorstep. Currently the pub shows live sports, and music entertainment is lined up every weekend consisting of live bands, discos and karaoke late into the night, or if you prefer you can just pop in for a game of pool or darts and a great pint.

The Banbury Cross - Banbury

Location

Located in the heart of Banbury town centre which is the main town serving North Oxfordshire. It has a population of approximately 40,000 people, there are lots of independent shapes as well as the big chain stores and a traditional market in the week. The pub is located off the big cobbled market square bustling with shoppers and visitors.

Property

The property is a 3 storey building with an arch way which leads to all trading areas, the pub has two bar areas, the front bar being the main drinking area for games and sports with approx. seating for around 40 people, there is a second bar area / function room at the rear of the pub which also leads out onto the patio area which has additional seating areas. There is a kitchen area in-between both bars, however currently the site does not offer food so there is scope to introduce an offer.
Domestic accommodation consists of 4 bedrooms, lounge, kitchen, bathroom and separate WC, plus two attic rooms.

Business Potential

There is great opportunity here to carry on the already very popular music and entertainment scene, and also to develop the wet trade by introducing real ales and a food offering to drive footfall, particularly at lunchtimes.

Suitable Applicants

Suitable applicants will need to possess the creativity and drive to progress the pubs already established and strong offer in a competitive marketplace. Experience of working in a busy town centre pub with solid commercial and financial skills are key for a thriving business of this size.

The Banbury Cross - Banbury

MAT rolling 12 months	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals)
April 2026	TBC		
2025	205	150	55
2024	190	139	51
Volume Notes	Full tie agreement to buy all drinks products (beers, ciders, wines, spirits, stouts and minerals) from Wells and Co Pub Company		

Anticipated Retained Income

Drink Sales 90%	
Food Sales 10%	
Accommodation 0%	
FMT = Fair Maintainable Trade	

Agreement Offered

A three or five year fixed term or renewable tenancy agreement is offered

Premises Licence

There is a current premises license in place for alcohol with licensing hours being Sunday to Thursday 10am to 00.00 and Friday and Saturday 10am to 2.00am. 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

Service Charge Payable monthly, to include: Cellar cooling service, Extract clean x 3, Buildings insurance, Fire Compliance, Boiler maintenance & Electrical Test (tenancies only) and premises licence renewal	**£85 pw**
Accountancy Services Fees for a nominated accountant (in the region of)	**£99 pw**
Stocktaking Services Six professional stocktakes per annum recommended	**£30 pw**
Rent In the region of (payable weekly in advance) 3-Months FREE!!	**£425 pw**
Dilapidations Funds will be collected through the whole agreement and will be drawn down to fund tenant works/decorations	**£80 p/m**

Anticipated Investment Required

APPROXIMATE TOTAL Please note that these are estimated figures, given as a guide only, and do not include fixtures and fittings	**£27,100**
Security Deposit Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co	**£10,000**
Administration Fee In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement	**£470**
Working Capital Minimum working capital required	**£10,000**
Stock & Glassware In the region of to cover the value of opening stock	**£5,000**
Valuers Fee In the region of (paid to valuer) for valuing fixtures and fittings	**£850**
Advanced Rent In the region of 2 weeks rent	**£850**
Fixtures & Fittings Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	**TBC**

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