

# Application Process

## Application Process

### 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](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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Wells & Co. 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.

# Business Opportunity



### Key Highlights

- Late night venue located in town near busy drinking area
- 2 bar operation (one useful for private parties and functions)
- Roof Terrace enabling volume growth from functions and private parties
- Well equipped bar, enabling speedy cocktail service
- Financial Support package whilst the Kelso builds to the Fair Maintainable trade level

### Could this be the pub for you?

Please ring 01234-244453 to speak with our recruitment team

### Estimated Costs

|                               |         |
|-------------------------------|---------|
| Total estimated ingoing costs | £33,000 |
| Annual rent                   | £65,000 |



## The Kelso, Loughborough To Let

Ward's End  
Loughborough, LE11 3HA  
[View Pub Details](#)

Be Part of a Winning Team



### Pub Overview

The Kelso has mainly been run as a late night venue, with DJs three nights a week. There are two bars; the main one on the street level, the second upstairs and links to the roof terrace. This could be used as part of normal trading area at the weekends or for private parties, for group bookings and organisations. The upstairs bar has a number of different sections that could be used as private or VIP areas. Whilst there is no private accommodation, there is an office and staff room. The Kelso benefits from a good size cellar and spirits lockup area, a space (previously a kitchen) houses a glasswasher and large ice machine. Wells & Co will be repainted the outside of the building.



# The Kelso, Loughborough



### Location

Located on Ward's Ends, in the heart of Loughborough's night time scene. Close to the the Jam Garden, JD Wetherspoons "The Moon & Bell" and many other pubs and restaurants. The Kelso is less than a mile from Loughborough University main Campus, and is near to large amount of student accommodation.

### Property

- The property is on three levels, with trading areas on the first two floors
- Office and staff room but there is currently is no private accommodation
- Good size cellar and spirits lockup area, a good space (previous kitchen), which houses a glasswasher and large ice machine

### Business Potential

The Fair Maintainable Turnover is £758,127, made up of Wet trade £673,127 and Door Entry of over £85,000  
Fair Maintainable Drink Margins sits around 65% (With Full Tie) with High spirits and Mineral sales mix est at 63% of drink sales.  
The site offers great Profit potential for an experience Night-time operator.

### Suitable Applicants

Wells and Co is looking for an experience night time operator, who can get the Kelso back to its potential following the pandemic and some different types of operation. A person who understands the current Music scene of the customers - which are mainly students and locals. The operator needs to be able to keep control of the operation to make sure it is safe for the customers and for the staff, and a place were people "want to be".  
We are looking for a Pub Partner to invest in the DJ Booth and decks, which will be taken into consideration as part of the Financial Support package.

# The Kelso, Loughborough

| MAT figures   | Total volume (Brewers barrels = 36 gallons)                                                                                        | Barrels (Beer and Stout) | Composite Barrels (Cider, wines, spirits, FAB's and minerals) |
|---------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------|
| 10/2025       |                                                                                                                                    |                          |                                                               |
| Last Year     |                                                                                                                                    |                          |                                                               |
| Previous year |                                                                                                                                    |                          |                                                               |
| Volume Notes  | There are no volumes available as been run as a managed house, information on the accounts will be disclosed to serious applicants |                          |                                                               |

### Anticipated Retained Income

|                               |  |
|-------------------------------|--|
| Drink Sales FMT               |  |
| Food Sales FMT                |  |
| Accommodation FMT             |  |
| FMT = Fair Maintainable Trade |  |

### Agreement 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 Wells and Co Pub Partners. 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 Live Music, Recorded Music and Performance Dance, with licensing hours being 09.00am to 3.00am Sunday to Thursday. 09.00am to 4.00am Friday and 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.

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>£72 p/w</b> |
| <b>Accountancy Services</b> fees for a nominated accountant                                                                                                                                   | <b>£61 p/w</b> |
| <b>Stocktaking Services</b> Six professional stocktakes per annum                                                                                                                             | <b>£29 p/w</b> |
| <b>Rent</b> In the region of (payable monthly in advance)                                                                                                                                     | <b>£65,000</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>39,100</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>16,250</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>0</b>      |
| <b>Valuers Fees</b> In the region of( paid to valuer) for valuing fixtures and fittings.Minimum working capital required                                                                                                               | <b>910</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>n/a</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>520</b>    |
| <b>Advance Rent</b> In the region of (usually 1 month)                                                                                                                                                                                 | <b>5,416</b>  |
| <b>Working Capital</b> Minimum working capital required                                                                                                                                                                                | <b>16,000</b> |
| <b>Fixtures and Fittings</b> Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment.                                                                                                             | <b>20,000</b> |

