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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Business Opportunity

WELLS & Co

The Red Lion, East Haddon

To Let

Main Street
East Haddon, Northamptonshire, NN6 8BU
View Pub Details

Be Part of a Winning Team

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

Key Highlights

• Stunning thatched pub in the beautiful village of East Haddon
• 7 stylish letting rooms, plus 3 bedroom cottage with living room and kitchenette
• Separate bar and 3 separate eating areas, including attractive restaurant areas & private dining room
• Second self contained kitchen ideal for an outside catering business
• FMT turnover in excess of £908,800 per annum
• Fixtures & Fittings available on a payment plan - optional

Is this the pub for you?

Please ring 01234-244453 to speak with our recruitment team.

Estimated Costs

Total estimated ingoing costs	£49,000
Annual rent	£68,000

Pub Overview

The Red Lion is an award-winning, food-led destination pub in the affluent Northamptonshire village of East Haddon, The Red Lion offers a golden opportunity for a new operator to build on an already fantastic business & capitalise upon it's extensive trading area.
Boasting seating for 84 covers, 7 letting rooms, a large garden area to the rear and car park. There is also a small patio for alfresco dining to the side of the pub, supported by a fully equipped trade kitchen and cellar. The pub's dining credentials are clear to see, within the main bar, restaurant, and private dining room, whilst drinkers are catered for by a lounge as you first enter the premises.
Whether guests are looking for a quiet morning coffee, a few drinks with friends, and stay vacation, a place for a business meeting, or a memorable dining experience, The Red Lion has something to delight all who visit it.

Wells & Co., The Eagle Brewery, Havelock Street, Bedford MK40 4LU
01234 244423 www.wellsandco.com

The Red Lion, East Haddon

Location

The Red Lion is nestled in the peaceful village of East Haddon in the Heart of picturesque Northamptonshire countryside. East Haddon is 1/2 mile from the A428 with Northampton 8 miles to the south and Rugby 13 miles to the north. The beautiful tourist attraction of Althorp House and Village is only 3 miles away.

Property

This three-story attractive stone built, period property with Thatched roof, sits on a large plot in the heart of the village of East Haddon with a private car park.
The large rear garden provides a great opportunity to extend trading potential in the warmer months with well maintain grass areas, a small decking area for alfresco dining and to the front and side of the building is a charming patio area.
The main bar is in excellent condition after a refurbishment 3 years ago, adding to the high quality condition through the building, and the site remains very well presented.
There are three dining areas, first a more casual dining area off the bar, then to the rear a fantastic room with high beams full of character, and a smaller room which can easily also be used as a private dining or meeting room. The bar area caters for approximately 16 covers.
The 7 boutique style bedrooms, all with ensuite, are to an excellent standard.
A separate 3-bedroom cottage with living room and small kitchenette, can be used as an extension to the letting rooms for either corporate bookings or families or alternatively as a Pub Partners or managers accommodation
This site benefits from a fully equipped catering kitchen, ample cellar and dry storage.

Business Potential

The Red Lion is an award winning pub with an excellent reputation for food, in need of a high quality and experienced operator who is passionate about delivering over and above expectations, including providing a relaxing stay in amazing surroundings. An individual approach, and a strong marketing campaign to develop the whole of the business will allow for some quick wins.
We consider the Fair Maintainable Turnover for the Red Lion to be £908,800 pa net of VAT, sustaining a rent of £68,000 per annum on an income spilt of 30% Wet 56% food and 14% accommodation.

Suitable Applicants

The Red Lion has much to offer experienced operators with the vision to take full advantage of its facilities, location and inviting look and feel. Experience of operating a food-led business is essential, while the skillset to effectively market all the pub has to offer will create new opportunities for The Red Lion. The incoming operators will need strong commercial and financial skills that are complemented by a passion for providing fantastic hospitality.

The Red Lion, East Haddon

MAT rolling 12 months	Total volume (Brewers barrels = 36 gallons)	Barrels (Beers & Stout)	Composite Barrels (cider, wine, spirits, FABs and minerals
June 2026	106	73	33
April 2024	105	56	49
2023	122	67	55
Volume Notes	Full tie agreement		

Agreement Offered

A 5-year fixed term or renewable tenancy agreement (if fully funded) 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

There is a current premises license in place for alcohol and live entertainment with licensing hours being 11am to 12am Monday to Saturday and 12 noon to 11.30pm on Sunday. 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 Cellar cooling service, Buildings insurance, Fire Compliance, Boiler maintenance (tenancies only), NICEIC Electrical Test (tenancies only) and Premises Licence renewal fee	**£112 p/w**
Accountancy Services Fees for a nominated accountant (in the region of)	**£542 p/m**
Stocktaking Services Six professional stocktakes per annum recommended	**£208 p/m**
Rent In the region of (payable weekly in advance)	**£5,666 p/m**
Dilapidations service charge 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	**£48,825**
Security Deposit Payable in advance to Wells to cover charges incurred by your business - trading as a Ltd Co	**£17,000**
Administration Fee In the region of (payable to Wells & Co. Ltd in advance) to cover e.g. premises license changes, solicitors fees, and agreement	**£910**
Working Capital Minimum working capital required	**£20,000**
Stock & Glassware In the region of to cover the value of opening stock	**£7,500**
Valuers Fee In the region of (paid to valuer) for valuing fixtures and fittings.	**£800**
Advanced Rent In the region of (2 weeks)	**£2,615**
Fixtures & Fittings Estimated valuation to purchase e.g. carpets, curtains, tables and chairs, kitchen equipment (£ est)	**£50,000**

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