



CHARLES WELLS
PUB COMPANY

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www.charleswells.co.uk
(A division of Charles Wells Ltd.)

First choice for customers and consumers



RUNNING YOUR OWN PUB WITH CHARLES WELLS

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There are many reasons why you might choose to run one of our pubs. Maybe you're new to the industry and looking for a career change. Maybe you want a move where you'll get the right support to bring out your own expertise.

Perhaps you're an experienced pub manager looking to start your own business in a pub with character. You want to be associated with top brands and a company that values you as an individual.

Or maybe you're an entrepreneur building a business empire. You want a flexible working relationship with a company that respects your business insight. One that backs you up with the support that's right for you.

Whatever your reason, you can find your perfect pub and your ideal working relationship with Charles Wells Pub Company. We offer a range of business agreements and support tailored to your requirements. We have a growing estate of traditional English pubs at the heart of their communities and a comprehensive induction programme. All combined with a choice of well loved brands from our award winning, family brewery. We think we have what you're looking for.

We've been running pubs for over 130 years. We know that starting a successful business is about being focused on what you want. Then you must find a business partner who shares your goals. One that provides you with support, advice and encouragement to achieve those goals. If you agree, we'd be delighted to hear from you.



Peter Wells

Sales & Marketing Director
Charles Wells Pub Company



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How would you describe your perfect pub?

Everyone has their own ideas about what makes the perfect pub. Here are some of the characteristics that we think help make a great, traditional English pub. How many do you agree with?

- a friendly local at the heart of the community and, perhaps, one that you’d want to travel to
- a great atmosphere where people can enjoy their leisure time
- a great range of excellent quality cask ales, speciality beers and wines
- quality food at affordable prices
- letting rooms with character
- property and decorations with unique character rather than bland chain formulas

However, the most important element is missing - the licensee. If you agree with this list it could be you that makes the real difference. It’s the licensee who gives a pub its personality. The licensee who creates a great atmosphere that keeps consumers coming back. If you have vision and enthusiasm and can inject your personality to create the perfect pub – we want to hear from you.

What does Charles Wells Pub Company offer you?

Tenancy or lease - the choice is yours. We offer a range of business agreements designed to suit individual operators and the different business opportunities available.

• **Easy Start Agreement**

This agreement is suitable for new entrants into the trade who have limited access to finance. You’re contracted out of the Landlord and Tenant Act but have low ongoing costs. The notice period is one month for both parties.

• **Introductory Agreement**

Ideal if you’re new to the pub trade but want to gain experience and confidence before making a long term commitment. The agreement is usually for one or three years and is contracted out of the Landlord and Tenant Act, but offers the chance to change your mind at various points within that time.

• **Classic Tenancy Agreement**

This is the preferred choice for many of our retailers. A fixed three year agreement gives you the security of the Landlord & Tenant Act and an option to renew every three years.

• **Assignable Lease**

Suitable for pub retailers looking for a longer term investment. Offers an opportunity to benefit financially from the rise in value of the business through the goodwill you create. Your lease can be assigned to a third party after three years. Charles Wells Pub Company shares the repair responsibilities on 10 and 15 year assignable leases. A 20 year lease is also available with the lessee taking full responsibility for repairs.





What Do You Need?

If you're planning to go into business running a pub, there are a number of things you'll need.

1. Personal Skills

To run a successful pub you must enjoy working with people and take pride in delivering excellent customer service. You need a strong, positive personality to relate with individuals, manage groups and motivate staff.

2. Personal Licence

It's a legal requirement for all pubs to be run by someone who holds a Personal Licence. If you are serious about running your own pub, get yours as soon as possible, so there's no delay in taking over the pub of your dreams. We can help you get your licence if you don't already have one. See our website (www.charleswells.co.uk) or separate leaflet for details on the training courses available and the application steps to follow.

3. Financial Commitment

This varies according to each business opportunity that's made available. The initial capital required is shown on the letting details of individual pubs. You'll need to show how much you're able to invest. In certain circumstances, we may be able to discuss other financial options to help you enter the business.

4. Business Plan

This should outline your vision for the pub and state what you need to do to achieve it. The plan should include growth opportunities and an assessment of your target market and competition. It must also show your marketing plans

and financial predictions. It is also helpful to indicate what support you'd like from us.

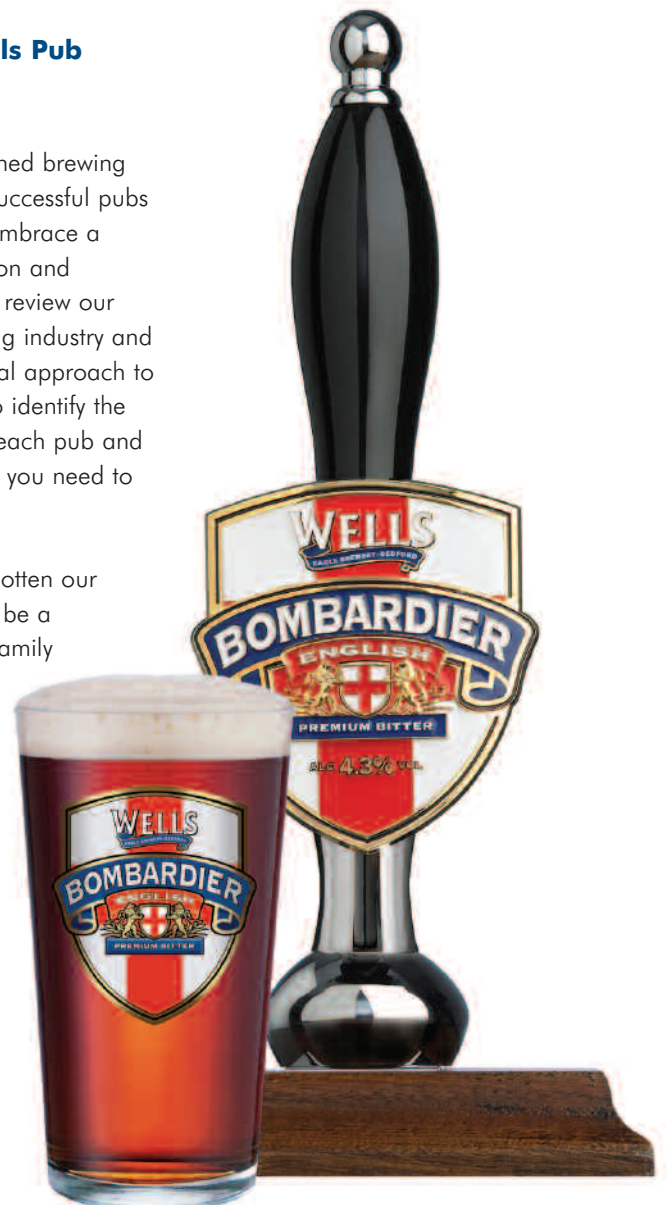
There's a sample marketing and business plan available to download in the application process section of our website (www.charleswells.co.uk/home/business-opportunities).

So Why Charles Wells Pub Company?

Charles Wells has combined brewing excellence and running successful pubs for over 130 years. We embrace a genuine spirit of innovation and enterprise. We constantly review our position in this fast moving industry and operate an entrepreneurial approach to our estate. Our goal is to identify the right business model for each pub and provide the retail support you need to develop your business.

However, we haven't forgotten our heritage. We're proud to be a family business and our family values of respect, openness and enjoyment are demonstrated in everything we do.

We recognise that the most important factor in any thriving pub is the retailer themselves. That's why we're looking for entrepreneurs to build successful working relationships with. We want to meet newcomers and experienced retailers who'll benefit from our flexible support packages. By sharing our experience and skills, training and advice, we become 'First choice for customer and consumer.'



Application Process & What to Expect

First Steps

View the current pubs to let at www.charleswells.co.uk/home/business-opportunities and sign-up to receive email updates of all the latest vacancies.

Come along to meet us at one of our informal open events and ask any questions you have. We're happy to discuss general issues or provide further information on particular opportunities that we have available. Details of these events are posted on our website, or you can check with the Customer Support Unit on 0500 003 308.

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 take the necessary steps now to avoid delays later on. The minimum qualification you'll need is the National Certificate for Personal Licence Holders (NCPLH). This is a one day course with an exam at the end of the day. For information on getting a Personal Licence and training courses available with Charles Wells, please look at www.charleswells.co.uk or ask our Customer Support Unit to send you the relevant details.

Application Form

Once you've decided that you want to apply for a Charles Wells tenancy or lease, complete an application form and return it to us. You can apply online, by post or by calling our Customer Support Unit on 0500 003 308. 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 Pub Company the chance to learn more about each other. You will also have the opportunity to ask any questions you have.

Confirmation

After the initial interview, we'll write to you with the outcome of your application. You may be ready to take on a business opportunity straight away. In this case, you'll need to formally view the properties we agree could be suitable for you. If we don't have a suitable business opportunity available immediately we'll put you on our mailing list and keep in touch. As soon as we have a pub vacancy that we think is right for you, we'll let you know. Alternatively, if you're not quite ready to run your own pub, we may suggest some training that would assist you in making future applications. It might also be helpful to spend some time working alongside one of our current licensees through the mentoring scheme we run.

Business Plan and 2nd Interview

If a suitable opportunity is identified, we'll ask you to prepare a business plan for the pub. You'll need to include your ideas for developing the pub's potential. You must also include the source of funding for purchasing the business and any developments that may be needed. We're happy to provide advice on preparing your plan and will supply any information we have that might help you. If you'd like further guidance, you can download a sample business plan from the application process section of our website (www.charleswells.co.uk).

When you've completed the business plan, we'll ask you to present it to the Retail Development manager responsible for the pub at a second interview. You'll also be asked to expand on your proposals for the pub.



Appointment

If your application for the pub 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. It's essential that you take professional advice at this stage to fully understand the agreement and your obligations in taking over the business.

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 Pub Company staff. The induction programme also offers the chance to spend time with one of our experienced retailers in their pub. If you need any additional training before taking the pub, we'll arrange this with you prior to the changeover.

You then take over your own pub. Congratulations!

What Next?

Find Out More

Visit www.charleswells.co.uk for full details of the latest pubs we have available to let. You should also register to receive email notices when new ones are added. Plus, you can find out all about Charles Wells Pub Company, our brands, pubs, forthcoming Open Events, the latest news and much more.

Apply Now

If you've already made up your mind and want to get started, please complete and return our application form. You can also complete an online application or call our Customer Support Unit on 0500 003 308 to apply over the phone.

We look forward to hearing from you and once we've received your details, we'll contact you to discuss the next stages.



Flexible Support for your Business

Running your own business is a challenge. Running your own pub may be very rewarding but the business elements are every bit as challenging. At Charles Wells Pub Company we develop support packages around each retailer so we can meet your individual requirements. Our customers' needs are at the heart of everything we do and we never forget how important you are to our business. We keep working with you to provide the support you need to make your business a long term success.

- **Retail Development Managers (RDMs)**

You'll be supported by a Retail Development Manager (RDM). They'll be your main contact with us and you'll usually see your RDM once a month. Their job is to offer business advice, ideas and information to help build your trade and improve your profits. They also link you to the range of other support teams we make available. We have one of the lowest RDM to pubs ratio in the industry and your working relationship with them is probably your most important.

- **Business Support Manager (BSM)**

If you need advice on pricing, stocktaking, tills and other money issues, your RDM will ask the Business Support Manager to visit you.

- **Customer Support Unit**

Help is always just a phone call away. The Customer Support Unit is a central point of contact for your enquiries. These might include property repairs, licensing and similar requests.

- **Property Business Unit**

Pubs let on Charles Wells' introductory and classic tenancy agreements are unusual within the industry as we retain responsibility for internal and external decoration. We have a dedicated team of in-house specialists who offer advice and support on repair concerns, property improvements and compliance issues. The team are heavily involved with refurbishment projects and work closely with our retailers. Our estate consists of over 250 pubs and we are always looking to add new, good quality properties. Quality is important to us because we know it's important to our customers. We invest millions of pounds in our pubs every year to attract consumers and create the ideal environment to make them feel at home. The Property Business Unit will also offer advice on complying with legal requirements and carry out an audit on your pub.

- **Training**

We recognise that training is essential in effective pub operations. Though The Eagle Centre, our prestigious training facility in Bedford, we offer an unrivalled programme of training to meet everyone's needs. After your initial induction you can choose to study practical skills such as Cellar Management. Or develop your management techniques and brush up on IT training. Perhaps you want to demonstrate your commitment to responsible alcohol retailing by enrolling your staff on awareness courses. Whatever you need, we can provide the right training for you and your team. You can draw on our

experience, learn new ideas to boost your business and gain nationally recognised qualifications.

- **Retail Marketing Team**

The Marketing team can provide support in every area of your business. You can call on the resource to help identify additional trading opportunities and the tools to make them happen. These could include development of marketing action plans, tried and tested promotions or achieving local media coverage. You will have access to online support including the Marketing Toolbox and 'Profit on a Plate' food solutions. The team also organises events and forums where you can learn and share ideas with other licensees.

- **Deliveries and Technical Services**

Provided by our own teams so that we can ensure you receive a dedicated, qualified and informed service.

- **Machine Management**

An important source of revenue deserves specialist advice. We therefore use the services of a machine consultant to help you achieve maximum return from your machines.

- **Wine Sales Development**

A dedicated wine specialist is available to work with you. Using their advice and experience you can explore all areas to develop wine sales within your business.

In addition, we provide access to services for:

- Employment and HR
- Finance and Accounting
- Stocktaking
- Health & Safety
- Licensing
- Rating Assessments

We're committed to ensuring our support packages evolve to meet your changing needs so that we remain your first choice of pub company.





Training & Development

We recognise that skill development is an essential part of maintaining the high standards pub customers are looking for. This is particularly important in traditional English pubs like our own and applies to the licensee and their staff.

Each pub requires different skills to operate. That's why we try to match your skills and ambitions to the most suitable pub for you. We design a training plan matched to your needs and those of your business to fill any gaps. Our commitment to training is reflected by the development of The Eagle Centre. This is our purpose built training centre offering unmatched access to our award winning and nationally recognised training courses.

Charles Wells Retail Induction Support Programme (CRISP)

CRISP is a new addition to our training schedule for 2007 and an instant finalist in the NITA Awards that recognise excellence in industry training standards. This five day programme is compulsory for all retailers wishing to take a Charles Wells pub tenancy or lease. It provides a comprehensive introduction to running a pub and offers practical help, advice and qualifications. It's tailored specifically to Charles Wells Pub Company so that prospective licensees get to know us and our operating style from the start.

For anyone who's never run a pub before, CRISP also offers an opportunity to spend time with one of our existing retailers. These mentors are a crucial element of the scheme, showing you

what's involved in the bar and back office and raising operational issues for you to think about. They'll offer further advice from their own experience and give you a realistic insight into running your own pub before you commit yourself.

Ongoing Training

Once you're in your pub, we'll keep you updated about training opportunities for you and your staff. Your business reviews with your RDM will also help to identify further training needs. Nationally recognised qualifications available include:

- National Certificate for Designated Premises Supervisor (DPS)
- Award in Responsible Alcohol Retailing (ARAR)
- CIEH Foundation Food
- Food Safety in Catering
- WSET Certificate in Wine Hospitality
- BII Advanced Certificate and Diploma in Licensed Hospitality
- Foundation Degree in Professional Licensed Retailing

For more information on any of our courses, see our 'Training for your Future' brochure or visit www.charleswells.co.uk

The Product Range

We provide a complete one-stop shop for all your drink requirements including:

- our own established portfolio of award winning ales including Wells Bombardier, Young's Bitter, Courage Directors and Wells Eagle IPA
- a choice of national lager, cider and mineral brands including Corona Extra and Red Stripe
- a range of quality wines and spirits supplied through our own specialist supplier Cockburn and Campbell.





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