

# Stonegate Group

PUB PARTNERS



Run It *Your Way*



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# Meet **Amy** our superstar publican running the Gloucester Old Spot, Bristol

After running pubs for years, Amy knows everything there is to know about the pub business. So, we asked her all about why Stonegate is the perfect partnership for her...

## Did you know?

Here at Stonegate Pub Partners, we have a portfolio of over 3,000 pubs each offering an outstanding selection of pub business opportunities for new and existing publicans.

### How have you found working with Stonegate to run your pub?

Stonegate have been great. My BDM is there if I need him, but otherwise he allows me to get on and run it my own way.

### Did you feel supported in implementing your business plan when you first arrived at the Old Spot?

Yes! Keith, my BDM at the time, was really supportive. He took the time to give me the care and attention I needed as a new publican to help make my business great.

### Do you feel that Stonegate prioritises putting the local community first for your pub?

Absolutely. It's something that we've always tried really hard to do anyway. Community is the backbone to any suburban pub, and it's vital that we provide somewhere where residents feel like they have somewhere that they can go to relax and switch off.


### What is your relationship with your Regional Manager like?

Ben is great. He's always on the phone if I need him and offers great advice. He really cares, and that shows.

### What other support is in place to help you run your business? (Have you used Pub Hub, the Customer Contact Centre, Property Support, Credit Control etc?)

I've used all of these. Pub Hub is always good to have on hand, as it's really easy to use and great for providing useful information. The phones are always picked up quickly, and if we have any issues, the support team have been really quick to rectify the situation.

**So, what are you waiting for?** Start your pub journey with us today!



After running pubs for years, Amy knows everything there is to know about the pub business. So, we asked her all about why Stonegate is the perfect partnership for her...



# Why **Run A Pub** With Stonegate Pub Partners?

**You won Stonegate Pub of the Year at the Great British Pub Awards 2024. What tips do you have for becoming an award-winning pub business?**

You have to be certain of your business model, see everything through the customers' eyes and, of course, you have to work really hard.

**What advice would you give to someone who is thinking of running their own pub?**

It's hard work, and it's called a 'lifestyle business' for a reason, but the feeling you get from running a pub that people love is priceless. It's totally worth it.



**So, what are you waiting for?** Start your pub journey with us today!



## Meet **Ben**

Amy's regional manager

**We had a chat with Ben to get his thoughts on Amy's success and how he offers support for our Pub Partners**



- **What makes Amy at the Gloucester Old Spot such a successful publican?** Amy had a vision for the site from the moment she took it on and has implemented that brilliantly. Staying strong to her ethos of great drinks, fantastic

food, and a welcoming service, Amy's personal touches, work ethic and pride in what she does has allowed her to evolve her business into what it is today.

- **What is your approach to building relationships with the publicans you support?** My approach is really about getting to know the publican, understanding their background and seeing the vision they have for their pub. I

believe it's important to build a rapport, and I want my publicans to feel as though I'm there to work alongside them and ensure their success.



- **How do you provide support and guidance to publicans who may be facing challenges in their pubs?**

The big thing for me when facing a challenge with a publican is working out a solution together. After 18 years as a publican myself, I can empathise with the challenges faced, but finding a solution is key, and even just making time to sit down with a publican and look at finances can make a huge difference.

- **What resources and tools are available to help publicans manage their pubs more effectively?**

As a business, we have some fantastic tools at our fingertips, whether it's for help with point-of-sale, marketing, bar equipment, garden furniture,

staff uniform or even training resources for publicans and their staff. Our information bank, Pub Hub is also great for ensuring margins are met – it works as a tool to track sales throughout the day, helping to pinpoint times which can be targeted to drive trade.

- **What advice would you give to someone looking to run their own pub?**

My advice has always been the same: firstly, do your due diligence on the pub, the surrounding area, the competition and

the demographic to ensure it's right for you. Secondly, build a strong business plan that supports your vision. Lastly, running a pub is a way of life, so be prepared to immerse yourself fully in your business.



# Take Advantage Of Our Pub Support Centre

Our pub support teams are always on hand with all the help you need throughout your career as a Stonegate Pub Partner.

## Property Support

Looking for help with your pub? Our Property Support team are available 365 days a year to give you a hand with any property-related management and maintenance queries, such as emergency property repairs and buildings insurance.

## Credit Control

Our expert Credit Controllers provide all things financial support, whether that's with payment plans, reconciliations, invoices, statements, account management or internal debt-related issues.

## Need further support?

Our specialist teams across licensing, marketing, lettings, recruitment and more are by your side. Whatever you need, there's always somewhere here to help.



## Customer Contact Centre

We also offer support via our Customer Contact Centre, who are always happy to help with the likes of product orders from suppliers, insight on upcoming deals and promotions, delivery logistics, invoice queries and any technical service issues.

# Enjoy Access To 'Pub Hub'



Your Ultimate Pub Management Tool  
Maximise your pub's potential with Pub Hub, your one-stop shop for everything you need to run a successful business. From effortless ordering and convenient payments to expert support and

valuable insights, Pub Hub simplifies your daily operations and empowers you to make informed decisions on your pub business.  
Your pub, simplified:

- **Place orders:** Easily place orders and take advantage of weekly promotions on Trade on Tap.
- **Pay bills:** Streamline your finances by paying invoices through My Pub.
- **Make informed decisions:** Utilise the wealth of tools and resources available on My Pub to make the best decisions for your business, including price lists, GP calculators and business tools.
- **Get expert support:** Seek guidance on issues from order queries to operational challenges through Stonegate Support.
- **Access property information:** Manage property-related matters conveniently through My Pub and Invida.



# The *Benefits* Don't Stop There...

With us, you'll also get:



A one-year membership with The British Institute of Innkeeping – the professional body representing publicans in the licensed retail industry in the UK.



A one-year subscription to world-leading hospitality training with Flow Learning.



Three free mystery visits to help you identify issues or potential hazards in your business.



Free support from the Licensed Trade Charity, a helpline providing advice for pub and bar workers during challenging times.



And finally, all our publicans and their employees get access to some of the same benefits as our Stonegate employees, meaning you can take advantage of our Benefit Hub, Unum dental scheme and more!





# Your Publican Induction: *A Two-Day Blueprint for Success*

**Ready to take the reins of your new pub business? Take on our two-day publican induction workshop, designed to equip you with the essential skills and knowledge to build a thriving, long-lasting business.**

## **What you'll gain:**

- Mastery of the basics: Dive into critical topics like safety & legal practices, recruitment & employee relations, cellar management and licensing.
- Marketing & social media expertise: Learn how to effectively market your pub and leverage social media to attract and retain customers.
- Financial fitness: Understand the financial aspects of running a pub, including benefits and how to maximise your earnings.
- Expert support: Kickstart your one-year membership to the BII, with access to invaluable resources, expert advice, legal support and exclusive discounts on training and events.
- Online learning: Enhance your skills with a one-year Flow subscription, offering a range of online modules tailored to the hospitality industry.

## **Invest in your future:**

For just £500, you'll receive...

- Two days of intensive training
- Hotel accommodation for up to two people
- Delicious meals and refreshments

As part of your new agreement with Stonegate, attending this workshop is a must. However, if you've got the skills and experience to prove you're ready to rock and roll, you might be able to skip the workshop with the operational director's approval.

**Find out more here:**



# Important Steps in Starting Your Pub Business



## **Get a Personal Licence**

To sell alcohol in Scotland, the law requires a designated premises supervisor to hold a personal licence. If you're applying, you'll need to make sure you get an accredited qualification first, like a BII Level II examination certificate.



## **Start Business Planning**

Before your business gets on a roll, you have to get it on a page. You'll need to prepare a detailed, sustainable business plan for the pub you're applying for, including your plans for operating the business and profit & loss cash-flow forecasts. Once this gets signed off by a qualified and experienced accountant, you'll be one step closer to running your dream pub.



## **Obtain Professional Advice**

We want you to be set up for success in every way, which means you should be fully aware of the contractual relationship you're signing up to, well-prepared for taking it on, and confident in the support you'll receive whilst working in partnership with us. We strongly recommend you take independent professional business, legal, property and rental valuation advice and ensure you have read the Scottish Pubs Code, which can be found on our website.



# Our *Agreements*

Here at Stonegate Pub Partners, we want you to choose the perfect foundation for your future pub business, which is why we offer a range of agreements from leased & tenanted to free-of-tie. All of our agreements are focused on helping you run the business you love with the support of the UK's largest pub company behind you.

Take a look at our agreement options below:

**Fixed Term  
Tenancy**

**Partnership  
Incentive  
Lease**

**Partnership  
Investment  
Lease**

**Free of Tie  
Agreements**

**Turnover  
Tenancy  
Agreement**

**Turnover  
Lease**

## Fixed Term Tenancy

This tenancy provides a fixed term of 5 years, giving you the business certainty, freedom and flexibility to set up and run your pub business your way.

### Key features include:

**A fixed term** of 5 years without any landlord break option.

**Greater flexibility** with the tie – we have tie release options across wines, spirits and minerals in return for a tie-fee release. This also provides business certainty regarding the costs involved in the event of full tie release.

**The freedom to operate machines** (if you want to) and retain all of the income.

**Peace of mind** with property repairs – Stonegate looks after all structural repairs, you just keep the rest up to scratch!

**Low-cost in-goings**, with deposit requirements from as little as £2,000.

**Flexible credit terms**, weekly billing and the ability to spread costs such as buildings insurance.

**Access to a suite of dedicated training solutions** (developed with insight from our successful managed house estate) to support you in running your own business.







# Turnover Tenancy Agreement

This tenancy offers a more flexible and rewarding way to run your own pub. Instead of a fixed monthly rent, you'll just pay a base rent plus a percentage of your net turnover. The best part? We've capped the turnover percentage based on our expectations for your business, so if your pub exceeds those expectations, you keep all the extra profit! If your sales don't achieve those expectations for whatever reason, your turnover rent reduces based on your ability to apply for rebates in such circumstances.

## Key features include:

**A fixed term of 5 years** without any landlord break option.

The opportunity to pay a combination of base rent and percentage of your net turnover.

**Greater flexibility** with the tie – we have tie release options across wines, spirits and minerals in return for a tie-free release. This also provides business certainty regarding the costs involved in the event of full tie release.

**The freedom to operate machines** (if you want to) and retain all of the income.

**Peace of mind with property repairs** – Stonegate looks after all structural repairs, you just keep the rest up to scratch!

**Low-cost in-goings**, with 3 months' deposit needed, subject to the minimum £2000 requirement.

**Flexible credit terms**, weekly billing and the ability to spread costs such as buildings insurance.

**Access to a suite of dedicated training solutions** (developed with insight from our successful managed house estate) to support you in running your own business.



# Partnership Incentive Lease

This agreement gives you the opportunity to secure a 10-year lease with the potential to assign the lease after 2 years and earn an incentive payment at the end of the full 10.

## Key features include:

**A fixed term of 10 years.**

**The opportunity for a substantial end-of-term incentive bonus** which can be transferred upon assignment.

**The option to fully assign the lease** after 2 years.

**The flexibility of drinks tie** to suit your business, with the ability to utilise tie-release fees from a fully-tied basis.

**Flexible credit terms**, weekly billing and the ability to spread costs such as buildings insurance.

**Freedom of choice** between an open market or annual indexation review for your year-5 rent.



# Partnership Investment Lease

This agreement gives you the opportunity to benefit from a capital refurbishment at the onset of your agreement, made by us in consultation with yourself, with the ability to assign the lease after 2 years.

## Key features include:

### **A fixed term of 10 years.**

Substantial investment funded by Stonegate at the onset of the lease to support you in growing your pub's trading potential.

**The option to fully assign the lease** after 2 years.

**The flexibility of drinks tie** to suit your business, with the ability to utilise tie-release fees from a fully-tied basis.

**Flexible credit terms**, weekly billing and the ability to spread costs such as buildings insurance.

**An open market rent review** at year 5, with the opportunity for rent to be re-based either upwards or downwards in line with the market.

# Free of Tie Agreements

Our commercial properties represent the portfolio of our estate available on free-of-tie agreements. These agreements allow you full entrepreneurial freedom in your pub business. You'll be free of all trading ties for products and suppliers, with access to exclusive Stonegate Group free-of-tie deals. These agreements are best suited to well-funded entrepreneurs who are seeking long-term stability and investment opportunity.

## Key features include:

**The security of a long lease term**, such as 10 years, 20 years or more.

**Flexible terms.**

**Complete autonomy** for financially-secure publicans to operate their site.

**A perfect agreement for entrepreneurial**, mostly experienced applicants who have very few restrictions as to how they run their pub business.





# Turnover Lease

This tenancy offers a more flexible and rewarding way to run your own pub. Instead of a fixed monthly rent, you'll just pay a base rent plus a percentage of your net turnover. The best part? We've capped the turnover percentage based on our expectations for your business, so if your pub exceeds those expectations, you keep all the extra profit! If your sales don't achieve those expectations for whatever reason, your turnover rent reduces based on your ability to apply for rebates in such circumstances.

## Key features include:

### A fixed term of 20 year lease agreement

Fully assignable after two years

**A capped Turnover Rent:** Turnover Rent only applies to turnover achieved up to our assessed FMT level - anything over does not attract a turnover rent amount

**Greater flexibility with the tie** - we have tie release options across wines, FABs, spirits and minerals in return for a tie fee release. This also provides business certainty regarding the costs involved in the event of full tie release

**Freedom to choose to take advantage of the machines opportunity** (if you want to) and retain a share of potential income

**Low-cost-in-goings**, with 3 month's deposit required, subject to the minimum £2000 requirement

**Flexible credit terms**, weekly billing and the ability to spread costs such as buildings insurance

**Access to a suite of dedicated training solutions** (developed with insight from our successful managed house estate) to support you in running your own business

# Don't Just Take Our Word For It...

We took on our pub in November 2020 as our first venture into the pub industry, and since then, we've built our own community of new customers. By working with our regional manager to create activities and ideas, and with the help of the marketing collateral at our fingertips, Stonegate have supported us in promoting our community pub, and we've even made it to the final of the Stonegate Pub Awards! Naturally, we're extremely proud of this achievement.



# ...Take Theirs!

We've worked with Stonegate for about 9 years now, starting with a tenancy which, due to its success, progressed to a free-of-tie agreement. The thing we like best about working with Stonegate on a free-of-tie basis is that we get to make our own decisions as a business. With no input from our estates manager, we can run our business in a way that works best for us, and we've now successfully run the Ferry Boat free-of-tie for about 4 years!



# The Scottish Pubs Code And Our Commitment To Our Publicans

In March 2025, The Scottish Pubs Code Regulations (the Scottish Pubs Code) was introduced by the government and applies to all businesses who own tied pubs in Scotland, such as Stonegate Group.

The Scottish Pubs Code regulates the relationship between the pub-owning businesses and their tied publicans and is based on three regulatory principles:

- . Fair and lawful dealing between the Scottish pub-owning business and their tenants
- . A tenant should not be worse off than they would be if they were not subject to any product or service tie.
- . A Scottish pub-owning business and tied pub tenant should fairly share the risks and rewards.

## **The Scottish Pubs Code ensures that tied publicans:**

- Receive the information they need to make informed decisions about taking on a pub or making a change to their existing agreement.
- Can request a market rent only (MRO) option to go free-of-tie in specific circumstances.
- Can request a guest beer option in specific circumstances

You can view a copy of our guide to the Scottish Pubs Code and the Scottish Pubs Code legislation via our website.





# Getting In Touch

Ready to get started?

You're only a few steps away from running your dream pub business! All you have to do is...

1. Choose a pub from our estate
2. Apply via our website
3. Meet your regional manager
4. Go through support & set-up

And then you'll be all set for your new career as a Stonegate publican!

To apply for one of our pubs, visit our website at  
**[stonegatepubpartners.co.uk](https://stonegatepubpartners.co.uk).**

Need a little help? Our recruitment partners are always on hand to answer any questions you have. To speak to one of the team, simply request a call back.

For a step-by-step guide to our recruitment process, scan here:



## Stonegate Group

PUB PARTNERS