



**ionapub**  
partnership ltd

## LESLEY WELSH

Director of Tenancy

*Qualifications:*  
Honours Law Degree and Legal Diploma

*Role:*  
Growing Iona Pub Partnership through selective acquisition and achieving organic growth within the current estate, creating long term, sustainable small businesses

*Pre GI:*  
Worked with Punch Taverns, spending the majority of the time based around London and the South of England before moving back to Scotland as Senior Business Development Manager for the Scottish Estate. Prior to Punch worked for restaurants division of Whitbread in various roles including new concepts project manager

### ‘Partnerships with a difference’

Iona Pub Partnership is the leased arm of leading Scottish Leisure operator, . With over 100 leased properties the length and breadth of Scotland, Iona is the country's fastest growing pub group offering a fresh alternative in the pub lease sector.

Iona Pub Partnership offers a new dynamic approach to the sector, striving to create more meaningful and profitable leased pub partnerships. It is prospering and reinvigorating the leased market through ongoing investment in the sector along with the tenant benefits associated with its vast experience within the licensed trade.

We are passionate about our pubs and about providing the best level of support and service to our tenants as possible. We operate at a ‘local’ level, with our Business Managers really understanding the environment their pubs operate in and therefore are far more equipped to help drive business. They look after around 30 sites each, a far lower number than most Pub Companies, which ensures they can provide a hands on approach where required. This is also followed through with our approach to marketing and training – we look at every site and tenant individually rather than take a ‘one size fits all’ approach, identifying the true skills gaps and opportunities within the business. By using this method we have created both successful businesses from historically poor performing outlets and helped to create some exceptional operators within the market.

As we are part of a larger organization we also have the added advantage of shared resources which benefit the tenant. These include a highly skilled Graphics Department, Food Development Team and In House Contracts Team. The latter allows us to ensure our properties are well maintained; and also investments to help grow the business are carried out in a far more effective and costs efficient manner, benefiting everyone.

Flexible agreements tailored to suit individual’s needs also sets us apart from our main competitors and further promotes our view that every operator and business is different and should be treated as such. Our agreements range from 28 days all the way up to 20 years with varying levels of tie and property liability.

We are continuing to expand our business, with our most recent acquisition taking on board the whole Scottish estate from Admiral Taverns, and look forward to a year of growth ahead.