



# SUPPORTING YOU WITH TRAINING

Providing you with the tools  
to grow your business

**admiral**  
T A V E R N S

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A close-up, slightly angled view of a Winmau dartboard. The board is black with white and yellow concentric rings. The numbers 1 through 20 are visible around the perimeter. The brand name 'Winmau' is printed in white at the top. A green semi-transparent box is overlaid on the right side of the board, containing white text. The text is arranged in two main sections: 'OUR TRAINING PHILOSOPHY' and 'HOW TO BOOK YOUR PLACE'.

## OUR TRAINING PHILOSOPHY

We want to ensure that we're supporting you in growing your business and we're committed to providing you with relevant training and support to do so. Whether you're new to running pubs or have experience, our training programme is tailored to your personal development and will help you to maximise the opportunity in the marketplace you trade in.

Our training workshops will show you how to improve all aspects of your business that will ultimately increase your profit. They are informal, there are no tests or exams\* and will allow you to walk away with a list of actions to implement in your pub. Training will form an essential role in your personal development and is part of the on-going support available to our licensees.

\* Upon attending the Award in Beer and Cellar Quality course, there is an accredited exam to be completed at the end of the working day.

## HOW TO BOOK YOUR PLACE

**To discuss your training needs and/or to book your place at one of our workshops, call our Recruitment & Training team on 01244 321171.**

The cost of the workshops will vary depending on the course. For all our 'Pub Retailing' courses the cost is £100 plus VAT. However, if you are on a Business Support Agreement (BSA) you are eligible to receive 50% discount for the duration of your agreement. For Admiral workshops, lunch and refreshments will be provided on the day.

# PRE-ENTRY TRAINING



## AWARD FOR PERSONAL LICENSE HOLDERS (APLH)

Before you take on your own pub and pull your first pint, you will need to obtain your Personal License. This is an essential accreditation required for all licensees to hold. Along with our training partners at CPL, we can help you get your personal license in the most convenient way for you – through face-to-face training or online.

Face-to-face training costs **£115 plus VAT**

Online training costs **£75 plus VAT**



## PRE-ENTRY AWARENESS TRAINING (PEAT)

Under the Pubs Industry Framework Code of Practice, completing PEAT is a mandatory requirement for any new tenant or lessee who is looking to sign an agreement in England and Wales with a pub company or brewery who is a member of the British Beer and Pub Association (BBPA). There is a different version available if you are looking to run a pub in Scotland.

The online course is designed to ensure that you fully understand the implications of the pub tenancy or lease which you are considering signing. It will give you an awareness of the tied pub model, as well as provide information on business plans, the different types of agreements available, rental calculations, the legal consequences of breach of agreement and much more.

The course is available to book through CPL Online and is accredited through the British Institute of Innkeeping (BII) which is the main professional body for the licensed retail industry. It will take approximately one hour to complete, and you will receive a certificate on completion.

The cost to complete this is **£100 plus VAT**

“LOVELY VENUE AND NICE LUNCH. GREAT TO MEET THE TEAM AND THE COURSE CONTENT WAS GREAT AND WELL DELIVERED. I HAVE 20+ ACTION POINTS AND I LOOK FORWARD TO PUTTING THEM INTO ACTION.”

**Marsha Jones**, Black Lion, Bramley. **Course:** Set Up To Succeed.

# ON ENTRY TRAINING



## SET UP TO SUCCEED (SUTS)

Our Set Up To Succeed workshop is a core part of our ongoing support to all licensees who have taken on a pub with Admiral Taverns on a Business Support Agreement (BSA). Held at our offices in Chester, this course is mandatory and will provide you with the advice and guidance in helping you succeed in running a pub business. It's designed to support you and help you get off to a good start, whether you're new to the industry, have managed a pub, or need a refresher to help you with the day to day running of your pub. It will help you maximise the opportunities in the marketplace you trade in. This workshop is included as part of the Business Support Agreement (BSA); we welcome existing licensees who value some extra support in developing their pub.

BSA licensees (included in **£250 training fee**)  
All other licensees – **£100 plus VAT**

GREAT INSIGHT INTO THE GEARS OF THE BUSINESS OF RUNNING A PUB. SOME REALLY VALUABLE INFORMATION TO TAKE WITH US AS WE TAKE ON OUR VERY FIRST PUB.

**Henry Johnson,**  
Plough, Witney.  
**Course:** Set Up To Succeed.



# BEER & QUALITY TRAINING



## 1.1 CELLAR TRAINING

This basic training session is designed for people who have never worked in a pub, as well as those who have experience but may need a refresher in cellar training. **A trainer will visit you in your pub** and spend a couple of hours with you demonstrating how to manage your cellar effectively to ensure you're delivering on quality. They will go through how to look after keg and cask beer from cellar to serve and will also conduct a short cellar audit covering stock rotation, hygiene, glass washing and line cleaning.

This training is **free** and obtained through your BDM



## CELLAR AND BAR MANAGEMENT

The Cellar and Bar Management training, delivered through Heineken, is a short course designed to help you ensure that your beer is consistently served in an optimum condition. It will provide relevant training in the cellar and behind the bar which should effectively increase sales and decrease wastage. The trainer will discuss implementing best practice in cellar management, in quality assurance and in beer service standards including the Perfect Serve. Packed with advice, tips and hints to help you grow beer sales and improve on beer quality through line cleaning. This course will be held at an Admiral pub local to you.

The cost to attend a three-hour session is **£50 plus VAT** per pub



## AWARD IN BEER AND CELLAR QUALITY (ABCQ)

This training workshop, accredited by the British Institute of Innkeeping, is an in-depth course covering how beer is made, all aspects of the cellar, to pouring the perfect pint. Delivered through Cask Marque, it will provide licensees with an understanding on how to handle and maintain quality cask and keg beer from delivery to serve allowing you to increase sales and decrease wastage. This is a mixture of classroom based learning and practical work in the cellar allowing licensees to interact with the trainer and other attendees.

The BIIAB Award in Beer & Cellar Quality (ABCQ) is a recognised qualification by the industry demonstrating the candidate's ability to handle and care for cask and/or keg beers – as well as maintain a safe and hygienic cellar. At the end of the course there is a multiple choice examination which lasts 45 minutes with 30 questions and delegates must score a minimum of 23 or more to pass.

On successful completion, you will gain the Award in Beer and Cellar Quality (ABCQ) qualification and a certificate will be issued to you. You will be required to bring a form of ID with you on the day, such as a passport, driving license, or EU Photo Identity Card.

The cost to attend is **£50 plus VAT** per pub



# E-LEARNING



Ensuring you and your staff are fully trained to comply with the law couldn't be easier! Partnered with CPL Online, the e-learning platform will provide you with access to a variety of e-learning courses covering legal, compliance, health and safety, customer service and management which can be completed by you and your staff at a time to suit.

Each course will take around 45 minutes to complete. They are fun and interactive and, upon completion of each course, you will receive a certificate.

## Legal and Legislation

- Award in Underage Sales Prevention
- Drugs Awareness
- Health and Safety
- Age Verification
- Award for Licensed Premises Staff (ALPS)
- Scottish Award for Licensed Premises Staff (SALPS)
- Food Safety Level 2
- Equality and Diversity
- Money Laundering Awareness
- Bribery Act Awareness
- Disability Awareness
- General Data Protection Awareness (GDPR)
- Right to Work

## Safety in the Workplace

- Fire Awareness
- Manual Handling
- Control of Substances Hazardous to Health (COSHH)
- Emergency First Aid
- Hazard Analysis and Critical Control Points Level 2 (HACCP)
- Food Manufacturing/Environment Courses (6 courses)
- Customer Service, Sales and Quality
- Allergen Awareness
- Bar Excellence

## Customer Service

- Making the Most of Sport
- Coffee Skills
- Social Media
- Stock Management
- Cask Beer Uncovered
- Craft Beer – Beer Styles
- Perfect Serve

## Management Skills

- Making the Most of Sport
- Coffee Skills
- Social Media
- Stock Management
- Cask Beer Uncovered
- Craft Beer – Beer Styles
- Perfect Serve

This e-learning package is available for an annual membership fee of **£99 plus VAT**

As part of our Business Support Agreement, all of the above e-learning courses are included in the training fee of **£250**.

Individual courses can be purchased for **£20** each.

# PUB RETAILING TRAINING



## 7 STEPS TO SALES SUCCESS

The 7 Steps workshop is a marketing and business building programme that takes marketing strategies and turns them into easy-to-use, practical tools that will help you to grow sales in your pub – step by step! Each of the 7 Steps will give you simple-to-apply business tools that, if implemented in your pub, will make a difference and grow your customer base, sales and profit. **The 7 Steps are:**

- Know your pub and your competition
- Building a great hospitality team
- Selling products at the right price
- What to sell and what NOT to sell
- How does your pub look and feel?
- Knowing your customers
- Creating reasons for old and new customers to visit and to grow sales

The cost to attend is **£100 plus VAT** per pub



## INCREASING PROFIT THROUGH SPORT

This workshop is a must for licensees who wish to get more out of sport in their pub. It will provide you with hints and tips that will help ensure profit is maximised on the back of various sporting events. The course content will include:

- **Sales and marketing** – advertising sporting events, merchandising and the use of social media
- **Setting up the pub** – positioning of furniture, TVs and dressing the pub for the occasion
- **Creating the right atmosphere** – pre-match music and banter
- **Games** – football cards, guess the time of the goal, sweepstakes and many more!
- **Table service** – how to maximise table service in your pub to grow sales
- **Products** – product portfolio and back bar merchandising
- **Food offer** – food as an opportunity, themes, pricing and service
- **Training staff** – making the most of every opportunity
- **Handling conflict** – some hints and tips

The cost to attend is **£100 plus VAT** per pub

**VERY INFORMATIVE AND LEARNT A LOT – IT'S GIVEN ME A LOT TO THINK ABOUT AND IMPLEMENT IN MY PUB.**

**Donna Evans**, Dyers Arms, Rochdale. **Course:** 7 Steps to Sales Success.



## LEVEL UP! STANDING OUT ON SOCIAL MEDIA

The 'Level Up! Standing Out on Social Media' workshop is designed to ensure you are able to use social media successfully including Facebook, Twitter, Instagram, Trip Advisor and Google Business.

Social media is an important part of any business and is an essential part of a licensee's marketing tool kit and using it effectively can make a real difference in your pub and will reduce marketing costs. Forget printing flyers or advertising in newspapers, social media marketing will help you reach a much wider audience by allocating time with a small marketing budget. The workshop will provide you with the confidence to be able to successfully run your social media platforms, including lots of hints and tips.

### The course content will include:

- Claiming and updating Google my business
- Websites
- Ensuring you have a Facebook page and not a profile
- Verifying your Facebook page
- Posting to your audience
- Claiming your pub on Trip Advisor
- Responding to reviews
- Creative design for menus and posters for Social media

The cost to attend is **£100 plus VAT** per pub



IT GAVE ME AN OPPORTUNITY TO SORT OUT MULTIPLE FACEBOOK PAGES THAT HAD PREVIOUSLY BEEN SET UP FOR THE PUB. I FEEL A STRONG CALL TO ACTION TO USE SOCIAL MEDIA MORE FOR MY PUB.

**Kim and Tessa Pickstock,**  
Hampden Arms, Newhaven.

**Course:** Level Up! Standing Out on Social Media.

# PROFITABILITY



## RUNNING A PROFITABLE BUSINESS

The 'Running a Profitable Business' workshop is suitable for both new licensees, to help them get off to a good start, and for more experienced licensees, to make sure they are maximising profit opportunities. The aim of this workshop is to show how critical but also easy it is to control and review the finances of a pub business. In addition, we look at how to maximise profit – the main objective for any successful business. The course content will include:

The cost to attend is **£100 plus VAT** per pub

- VAT – Roles and responsibilities and how to calculate
- Gross Profit – How less than 10 products will decide the success of your business
- Pricing – Setting prices to make money
- Entertainment Spend – Calculating break-even sales on entertainment
- Financial Statements – How to figure out a profit and loss account in less than five minutes
- Stocktaking – The importance to do regular stock takes and how to read a stock report



## ADVANCED RUNNING A PROFITABLE BUSINESS

The 'Advanced Running a Profitable Business' workshop is aimed at licensees who have attended the 'Running a Profitable Business' and want to take their knowledge to the next level. It will help licensees grow their profits in a highly competitive market and will help you to develop your pub reaching its full potential, reduce your risk and increase turnover. The course content will include:

- Reasons for new and old customers to visit and to grow sales
- Reviewing and analysing the finances of your outlet
- Understanding how profit is generated
- Understanding how you can grow turnover, increase margins and effectively control costs
- Understanding why small businesses fail and what steps to take to prevent this
- Identifying your competitors and establishing how you can successfully compete with them

DEBATED WHETHER OR NOT TO ATTEND DUE TO THE DISTANCE. VERY GLAD I DID NOW.

**Jackie Daubney,**  
Old England, St Leonards on Sea.  
**Course:** Running a Profitable Business.



# ADDITIONAL TRAINING



## DIAGEO BAR ACADEMY

Diageo Bar Academy is an immersive training programme for you and your staff. These training sessions will educate, inspire and inform you and your staff and broaden your knowledge on mixology. It will provide you with tips to cater for every need and will cover all aspects from service skills and product knowledge to high-level techniques and the perfect pour. **This short session (2–3 hours) will provide you with the knowledge and tips on:**

- Guide to Spirits
- Signature Serve
- Service Excellence
- Cocktails
- Service Essentials
- Perfect Serve

These courses are **free** and can be delivered in your pub but would require a minimum attendance of 10 people.



## HOW TO BOOK YOUR PLACE

**To discuss your training needs and/or to book your place at one of our workshops, call our Recruitment & Training team on 01244 321171.**

The cost of the workshops will vary depending on the course. For all our 'Pub Retailing' courses the cost is **£100 plus VAT** however if you are on a Business Support Agreement (BSA) you are eligible to receive 50% discount for the duration of your agreement. For Admiral workshops, lunch and refreshments will also be provided on the day.

The programme is available to both new and existing team members ages 18 and over. Learners do not need any previous qualifications, but it should be noted that they are not eligible if they currently attend college or a university. HIT Training can also support you with recruiting apprenticeships.



## APPRENTICESHIPS (TRAINING AND DEVELOPING YOUR STAFF)

Upskilling your team is important to the success of your business. Your people are one of the most important components to your pub business. By investing in them and the development of their skills, knowledge and ability, you will create a committed team who will work with you. Well-trained and motivated staff members result in great customer service, which means greater profits for your business.

Joining with our training partner – HIT Training, the apprenticeship programme will allow you and your

staff to improve skills across a range of roles, covering the essentials of what is required to run and work in a pub. Here are some of the apprenticeships available to you and your staff **at no cost to you.**

- Level 2 Hospitality Team Member Apprenticeship
- Level 3 Hospitality Supervisor Apprenticeship
- Level 4 Hospitality Manager Apprenticeship
- Level 2 Production Chef Apprenticeship
- Level 2 Commis Chef Apprenticeship

# admiral

T A V E R N S

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REAL COMMUNITY COMMITMENT

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 Admiral-Taverns

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