



WELLS & CO

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Training for Profit

Diary 2019/20

Dedicated Training
for Pub Partners

WINNER
BEST TRAINING
PROGRAMME
(LEASED & TENANTED)

 **BII**
NITAs
2018

Training for Profit

Award-winning training for Pub Partners

We at Wells & Co. believe that quality training has the power to transform any pub, and as such we take our training programme very seriously. With pub companies from across the UK recognising our efforts and sending their own licensees to train with us, you can rest assured that the education on offer is truly class-leading.

Whether you're a seasoned multiple operator or you're entering the pub trade for the very first time, our comprehensive range of courses will have something to offer you. Cellar management, employment law, health and safety, customer service... they're all in there, alongside a variety of other training modules that cover every aspect of life in our industry. We've even created a bespoke mentoring programme, providing you with the tailored support you need to make a great success of your pub.

Don't feel that these training opportunities are limited to you as 'the boss' – your team members are also welcome to benefit from our award-winning modules. A place on a Wells & Co. training course can function as both a welcome incentive for your team and a means to supercharge their performance on their return to your pub.

Have a read through this brochure, then either contact Philippa Stanbridge, our Recruitment & Training Coordinator (01234 244453 or retailtraining@wellsandco.com), or simply complete and return the booking form on the rear cover of this booklet to reserve your place on your course(s) of choice.



WELLS & CO

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Contact Details

Other than our in-pub training, all Wells & Co. courses are held at the Eagle Brewery in Bedford:

The Eagle Centre
The Eagle Brewery
Havelock Street
Bedford
MK40 4LU

Please contact us on
Tel: **01234 244453** or

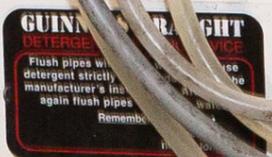
email: retailtraining@wellsandco.com

All information contained within this brochure is correct at the time of going to print.

Course dates, contents and venues are subject to change.



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Cellar Management - ABCQ

This qualification, certified by the British Institute of Innkeeping, will equip you with the skills and knowledge needed to be able to ensure a consistently high standard of beer in your pub, resulting in both increased sales and significantly reduced wastage. This award will also assist you in your application for Cask Marque accreditation.

The qualification covers:

- Understanding beer products
- How to look after real ale
- Maintaining hygiene in the bar
- Line cleaning
- Maintaining and storing glassware
- How to pour 'the perfect pint'
- How to reduce wastage
- Maintaining a safe and effective cellar.

The day concludes with a 40 minute, multiple choice exam.

Cost, Where & When...

Course Dates		
Tues	17 Mar	2020
Tues	28 Apr	2020

Course Cost

£100 per delegate.
Price includes VAT.

(£50 Non-refundable deposit
required at point of booking).

Why not consider asking your staff to study for the ABCQCK1 so that the quality & service of your beer offer remains consistently good – even when you're not there?



VAN DER LIND PRODUCT
Extra Golden Ale
4.8%
BREWED IN COLLABORATION WITH
Charles Wells & COMPANY

EAGLE
IPA

Personal Licence - APLH

Licensing law in England & Wales states that anyone who authorises the sale of alcohol to members of the public must hold a Personal Licence. Our consistently high pass rates speak for themselves – you can be confident that undergoing this training with Charles Wells will be a sound investment in your future.

The qualification covers the syllabus laid out by the British Institute of Innkeeping, ensuring potential licence holders understand the law in relation to:

- The roles, responsibilities and functions of licensing authorities within the framework of the licensing objectives
- The role and legal responsibilities of the Personal Licence holder and the penalties relating to failure to comply with the law
- The premises licence
- The content and the purpose of operating schedules
- The role and duties of the designated premises supervisor

The course concludes with a 40 minute multiple-choice exam.

Cost, Where & When...

Course Dates		
Tues	24 Mar	2020
Tues	5 May	2020

Course Cost

£174.

Price includes VAT.

(£50 Non-refundable deposit required at point of booking).

Wells & Co. Partner Induction Programme

The five-day Wells & Co. Partner Induction Programme is the perfect introduction to running a successful pub. The course evolves constantly to ensure that the content is current, comprehensive and relevant to all, whether you're new to the trade or an experienced operator.

Since the inception of Wells & Co. Partner Induction Programme (formerly known as CRISP) in 2007, the course has regularly received recognition at the National Industry Training Awards. We are also proud to say that since 2009 we have retained accreditation from the British Institute of Innkeeping for this induction programme, via their Good Practice Recognition Scheme.

The Wells & Co. Partner Induction Programme is compulsory for all new Wells & Co. Pub Partners to attend.

Modules include:

History of Wells & Co.*
Employment Law*
Retail & Online Marketing*
Award in Beer & Cellar Quality –Cask & Keg (ABCQCK1)
Brands & Beer Tasting*
Wells & Co. Support Services
Potential for Food*
Safer Food Better Business*
Wine Appreciation*
Health & Safety*
STARS – Service Training & Retail Standards*
Finance*
Social Responsibility & Responsible Retailing
Award in Licensed Hospitality Operations Exam (ALHO1)

Cost, Where & When...

Course Dates

Mon - Fri	16 Mar - 20 Mar	2020
Mon - Fri	27 Apr - 1 May	2020

Course Cost

£500 for one or £800 for two people.

This price includes VAT.

(£50 Non-refundable deposit required at point of booking).



Individual Wells & Co. Partner Induction Modules

(For current Pub Partners who have already completed the full course – see Terms & Conditions below)

Wells & Co. History

Peter Wells will provide you with a fascinating primer on his great-great-grandfather Charles, the Wells family, and the company's evolution over the last 140+ years.

When:- Monday – See Dates

Potential for Food

Caroline Sawyer, our British Institute of Innkeeping-registered tutor, will provide you with information and advice on the possibility of introducing a food offer into your business. She will also provide hints and tips on food costings, menu planning, and the types of catering equipment required to be safe and successful.

When:- Monday – See Dates

Safer Food Better Business

Caroline Sawyer will follow on from the Potential for Food module and discuss the Food Safety Management System, designed to help you comply with current food regulations. You will also receive the Food Management pack, which you can take away with you to use in your pub.

When:- Monday – See Dates

Retail Marketing

Our Retail Marketing team will take you through the promotional support offered by Charles Wells, including action plans, the importance of marketing, merchandising, market segmentation, market research and SWOT analysis.

When:- Monday – See Dates

Brands & Beer Tasting

Ben Howe, a key player in our Retail Marketing team, will introduce you to the full ale and lager portfolio. He will share the product development plans, explain the current marketing activity around the brands, and provide advice on what products might best suit your pub. There will also be an opportunity for you to taste the beers in question.

When:- Tuesday – See Dates

Employment Law

Cath Peddar, an external HR Consultant and British Institute of Innkeeping approved tutor, will present this session. You'll gain the knowledge, tools, and people management skills to ensure you and your business remain the right side of all relevant employment legislation. You will also receive job descriptions, specifications, example contracts of employment, and details of your legal obligations when taking over staff from previous licensees.

When:- Wednesday – See Dates

Health & Safety

Cath Peddar will go on to provide you with an understanding of health & safety law, make you aware of common pub-related health & safety issues, and introduce you to a set of generic Risk Assessment templates that you can go on to use in your business. You will be provided with a Health & Safety Manual that includes all the information you need to ensure your compliance with relevant health & safety legislation.

When:- Wednesday – See Dates

Finance

Gary Layton, who is our resident Business Support Manager, will explain how he is able to assist you in financial planning and management through his template Profit & Loss Accounts. Using these templates, you can understand the costs associated with other Pubs of similar size and operating styles as your own. This will enable you to work out what costs should be relating to expenses such as energy and staff. All of this is essential to help you run a profitable, efficient and sustainable business.

When:- Thursday – See Dates

Online Marketing

Our Retail Marketing team will present this session. An essential module for the modern pub trade, as online marketing plays a vital role for any hospitality business. This session covers Facebook, Twitter, online databases, the importance of websites, and much more

When:- Thursday – See Dates

Wine Appreciation

Graham Crawford will talk you through the 'wine revolution' and the opportunities this presents for your business. This will include the wine market, how to promote wine, matching wines with food and our key agency wines. Graham will also be able to give you advice on which wines may be suitable for your pub, ensuring you have a strong selection to offer your customers. This will be followed by a tasting session.

When:- Thursday – See Dates

STARS – Service Training & Retail Standards

Shaun Matthews, Regional Development Manager for Charles Wells, will present this exciting module. It is an upbeat, motivational and interactive session that focuses on the importance of customer service. It'll get you thinking as to how you can provide first-class service in order to stand out from your competition.

Terms & Conditions

The Wells & Co. Partner Induction Programme is compulsory for all new Pub Partners to attend. If you have applied for, or are intending to apply for a Wells & Co. pub, attendance on a Wells & Co. Partner Induction Programme is not a guarantee in itself that your application will be successful.

The offer of free modules is on the basis that all new Pub Partners have attended and paid for the full Wells & Co. Partner Induction Programme before taking on their Wells & Co. pub. A maximum of two members of staff from the pub in question can attend all free modules, once only, within a 12-month period, provided the Pub Partner has previously attended the Wells & Co. Partner Induction Programme in full.



In-Pub Training

We at Wells & Co. recognise that, for some forms of training, there's simply no substitute for your day-to-day work environment. It's for this reason that we supplement our off-site training programme with a range of courses conducted in your very own pub, giving you and your team a chance to learn best practice and sharpen your skillset without leaving the familiar confines of your site.

Beer Quality – 2hrs, £220

From delivery to dispense, this course explains how to consistently ensure high yields, sales, and consumer satisfaction from your beer range. Covering best practice both back of house and behind the bar, our Beer Quality course will maximise your understanding and confidence in delivering the best possible beer experience in your pub.

Catering Development and Delivery – 4hrs, £350

Ensure that the food offer in your pub is both compliant and efficient. Focused on food compliance in line with the Food Standards Agency's Better Food, Safer Business manual, this course outlines working practices that both comply with current legislation and maximise margins by controlling waste and portion size.

Service Training – 2hrs, £220

Building a great reputation for your pub via fantastic customer service is the key to both driving sales and attracting repeat custom. Covering the customer journey, upselling, the service route and a customer charter for all staff, our Service Training module will equip your team with the skills required to provide a consistently great experience to your clientele. Course materials will also be passed on to allow further in-house training to all your staff members.

Operational Standards – 2hrs, £220

High operational standards are the cornerstone of any successful hospitality business. Covering everything from cleaning rota to closing procedure, this module will give your team the clarity they need to make successes of both their individual job roles and of your pub as a whole, while providing you the operator with the tools to ensure that standards never slip. Course materials will also be passed on to allow further in-house training to all your staff members.

In-Pub Training

Social Media – 2hrs, £220

It's no secret that a strong social media presence can do wonders for the modern pub; why not enhance yours via an in-house review of your existing output? We'll assess your work to date across Facebook, Instagram and Twitter, offer suggestions for improvement, and provide examples of best practice from elsewhere in the industry for you to build upon. Course materials will also be passed on to allow further in-house training to all your staff members.



CPL Training Courses

Wells & Co. Pub Partners Digital Training Support Packages Overview

Wells & Co. have teamed up with CPL, the learning and development experts, to create a selection of digital training support packages designed to help you, our Pub Partners, train your team members efficiently and cost effectively.

Courses cover a wide range of compliance, skills and personal development topics which include Food Safety, age verification and GDPR for Hospitality. By taking advantage of these training packages you will be ensuring that you are running a safe, legal and successful business.

There are two different packages to choose from - Standard and Premium.

The Standard package provides access to over 25 different e-learning courses. These courses have been selected to cover a range of relevant compliance and skills subjects.

The Premium package contains all the courses included in Standard, but with the added benefit of CPL's premium courses, such as Allergen Awareness and COSHH in a Food Environment.

Both packages provide you with unlimited course access, meaning you can train all your team throughout the year for one fixed price.

E-learning provides many benefits including:

- Flexibility – Train at a time and place that suits your team members.
- Courses can be accessed 24/7 365 days a year from a mobile, tablets, desktops and laptops. You can also start, pause and resume so the courses can be completed at a pace that suits the learner.
- Cost-effective- E-Learning means less time 'off the job' and also benefits from no travel costs. These packages have been designed to provide excellent value for money.

Calendar of Events 2019

October	Day/s	Dates	Year	Cost
Wells & Co. Partner Induction Programme	Mon - Fri	7 Oct - 11 Oct	2019	£500
ABCQ	Tues	8 Oct	2019	£100
APLH	Tues	22 Oct	2019	£174

November	Day/s	Dates	Year	Cost
Wells & Co. Partner Induction Programme	Mon - Fri	25 Nov - 29 Nov	2019	£500
ABCQ	Tues	27 Nov	2019	£100
APLH	N/A	N/A	N/A	N/A

December	Day/s	Dates	Year	Cost
Wells & Co. Partner Induction Programme	N/A	N/A	N/A	N/A
ABCQ	N/A	N/A	N/A	N/A
APLH	Tues	3 Dec	2019	£174

Calendar of Events 2019

Jan/Feb	Day/s	Dates	Year	Cost
Wells & Co. Partner Induction Programme	Mon - Fri	27 Jan - 31 Jan	2020	£500
ABCQ	Tues	28 Jan	2020	£100
APLH	Tues	4 Feb	2020	£174

March	Day/s	Dates	Year	Cost
Wells & Co. Partner Induction Programme	Mon - Fri	16 Mar - 20 Mar	2020	£500
ABCQ	Tues	17 Mar	2020	£100
APLH	Tues	24 Mar	2020	£174



Mentoring

New to the world of pubs? Feeling overwhelmed, unsure where to start, or simply keen to avoid some of the mistakes made by so many first-time operators?

We understand. You're far from the first to experience these concerns, and - based on feedback from many other Pub Partners - we've devised the perfect solution. Our mentoring programme will place you with an experienced Pub Partner, someone excited to share their own learnings and experiences with you. The programme is custom-tailored to each of our Partners, ensuring that their specific needs and development areas receive adequate focus, and giving them a running start in their new pub.

Our mentoring isn't just for newcomers, either; we regularly cater to experienced operators savvy enough to request some refresher training, learn from the best and gain an edge over their local competition.

Whatever your background, teaming up with one of your fellow Pub Partners can be one of the most effective ways to learn – or relearn - the skills you need to succeed in your pub. Contact Philippa Stanbridge, our Recruitment & Training Coordinator, via the details at the front of this booklet to register your interest.



Best in Glass

Aimed at new and developing Pub Partners, our Best in Glass (BIG) scheme – a winner at the 2018 National Innovation in Training Awards - ensures that operators are not only serving the best possible pint but also maximising yields in order to drive profit, while encouraging a proactive approach to cellar best practice and regulatory compliance. A tie-in with Cask Marque sees each graduating site achieve their industry benchmark accreditation in the process.

WINNER
BEST TRAINING
PROGRAMME
(LEASED & TENANTED)

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Launched in September 2016, the BIG programme was brought to life by Shaun Matthews, one of our Retail Development Managers. Shaun expands: "We've been carrying out trials over several months to ensure that our approach, process and content really do make a difference. The great news is that all trial sites have seen a significant improvement in their beer quality, service techniques, yields and consumer satisfaction. Based on the success of these trial sites, we're already making plans to roll BIG out across the rest of the Wells & Co. estate."

The BIG course is reserved exclusively for current Wells & Co. Pub Partners; if you think that you or your pub might benefit, speak to your Retail Development Manager to learn more.





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Let us help you to find a solution for all your training needs.

All Charles Wells training courses are held at our Head Office:

**The Eagle Centre
The Brewery
Havelock Street
Bedford MK40 4LU**

For further information on course dates, costs and locations,
please contact us on

Tel: **01234 244453** or email: **retailtraining@wellsandco.com**

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