

## GETTING READY FOR YOUR NEW BUSINESS

Robinsons believe that training is a very important factor in running a successful business. In addition to our Induction Course, we also require licensees taking on a Robinsons pub to have completed the following training requirements:

### BIIAB AWARD FOR PERSONAL LICENCE HOLDERS (APLH) LEVEL 2

This course is a legal requirement for anyone applying for a Personal Licence. The course covers the rules and regulations of the Licensing Act 2003 and the four licensing objectives - prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm. Once you have taken this course and received your certificate, you can apply to your local council for your Personal Licence. Contact CPL, our training provider, on:

**0151 650 6910 OR VIA THEIR WEBSITE AT  
WWW.CPLTRAINING.CO.UK**

### PEAT (PRE-ENTRY AWARENESS TRAINING)

This course is a requirement for all new pub licensees. It will help you understand the various agreements within the pub sector; how to produce your business plan; and what business support is available. The course has been developed by the British Institute of Inn Keeping (BII) which is the professional body of the pub industry. It is taken as an e-learning course online and takes around five hours to complete. Contact CPL, our training provider, on:

**0151 647 1057 OR VIA THEIR WEBSITE AT  
WWW.CPLE-LEARNING.CO.UK**

## Brilliant Pubs with Brilliant Beer

We are looking for  
**Brilliant People**  
to run them  
**Could this be you?**



Call **0161 612 4112** for a chat or visit  
**www.myrobinsonspub.com**  
We may have the perfect  
pub opportunity for you

## HOW TO FIND US

Robinsons Visitor & Training Centre is located in the heart of Stockport's redevelopment area on historic Apsley Street, five minutes walk from the Mersey Way shopping centre and approximately 10-15 minutes walk from Stockport Station.

We are on a direct route from the M6 and M62, and are positioned close to the M60 Junctions 26 and 27 - ideal if travelling from Cheshire, North Wales, Lancashire, Cumbria and Greater Manchester or further afield. Plus with easy access to the A6, we are perfectly located for day visits from Derbyshire.

### PARKING INSTRUCTIONS

The nearest parking is right across the road! Plus there is a pay & display next to the church. There are also on-street car parking spots up and down Hillgate.



## HOW TO CONTACT US

FOR FURTHER DETAILS PLEASE CONTACT US:

TEL:  
**0161 612 4112**

Frederic Robinson Limited, Unicorn Brewery,  
Stockport, Cheshire, SK1 1JJ

[www.robinsonsbrewery.com](http://www.robinsonsbrewery.com)

/robinsonsbrewery @robbiesbrewery

# LICENSEE INDUCTION PROGRAMME





## A NEW FUTURE IN 3 DAYS

Robinsons is a truly independent, family run brewery. We've been that way for over 180 years and that's the way we're going to stay, so you can plan for the future with confidence.

We believe that training is very important to running a successful business. Our 3 day Induction Programme is compulsory for all new licensees joining us.

Run in our new, state of the art Visitor and Training Centre, the Induction Programme gives you the skills and knowledge required to run a successful pub and is an essential introduction to the partnership with Robinsons.

Everyone at Robinsons is here to help. You will have the opportunity to meet members of the team that will support you on your journey to taking a Robinsons pub and throughout your tenancy. During the 3 days we will cover a range of subjects including cellar management, legal obligations, marketing and promotions, food, wine and an introduction to our brands.

You will also be taken on a Brewery Tour to see for yourself the history of this family run business.

### SETTING UP & MANAGING YOUR BUSINESS

Before you move in we can help you save time and money by offering you our great Support Package. This includes:

- Discussing your individual needs and tailoring the package to suit you and your business needs
- Preferential rates for credit/debit card facilities, trade waste, washroom services etc
- Assist you with setting up website, phone and broadband services
- Help with protecting you from onerous and expensive telephone, gas and electricity contracts
- Ongoing support throughout your working relationship with Robinsons



### KNOWLEDGE OF OUR BRANDS

Knowledge of our brands and products is crucial to the up selling of cask ale. We will take you through our brands history and tasting notes followed by a sampling session!



### COMPLIANCE & PROCESSES

We ensure that before you go into any of our pubs you are fully aware of our processes and compliance issues. This module covers your financial understanding carefully and is vital to running a successful business. This section gives an overview of the key areas that need to be managed:

- Understanding your Profit & Loss to access your business
- Working with your accountants & stock taker
- Compliance checklist & pack
- GDPR



### PROPERTY

This module gives a brief introduction to the operation of our Property Department and how they can support our licensees with General Maintenance, Service Contracts and Compliance Requirements. The course covers:

- The Department structure
- Future developments
- Reporting maintenance issues
- Service charges
- A few of your legal requirements
- Do's and Don'ts in a Robinsons pub



### CELLAR MANAGEMENT

Our Cellar Management module is designed to ensure that your beers are served in optimum condition - thus increasing sales and decreasing any wastage. Learning how to serve the perfect pint every time!

- Cellar management (profit through quality)
- Keg and cask handling
- Line cleaning
- Glass care
- Pouring the perfect pint
- Fault finding
- Best in Glass



### ROBINSONS PRODUCT RANGE

This module will introduce Robinsons product range and exclusive wine portfolio and focus on maximising the revenue this growing sector can create.

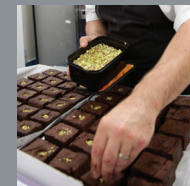
- Extensive product range
- Customer trends
- Pricing - Understanding margins and GPs
- Understanding our wine range and philosophy



### FOOD DEVELOPMENT

Our Food Development Manager can offer advice and support in all areas of commercial catering exclusively to Robinsons tenants. His aim is to deliver the most effective catering solutions and concepts supported by a network of approved suppliers. To ensure you have a quality, consistent and above all profitable catering offer. Introduction and advice on the following:

- Menu planning & development
- Food safety practices in the kitchen
- Allergen Legislation - advice & implementation tools
- Food concepts
- Kitchen design & equipment
- Hot beverages
- Robinsons approved suppliers



### MARKETING & SOCIAL MEDIA

Robinsons in-house marketing team supports tenants in the development of their pubs, with everything from business boosting ideas, improving retail standards, support with merchandising and social media. We work with our pubs in a variety of ways - from new food and wine menus, to supporting the marketing & writing press releases, providing web tools such as a free website and creating a unique temporary pump clip to celebrate a pub anniversary or big event.



### EMPLOYMENT LAW

An overview of key elements of Employment, including:

- TUPE
- Recruitment
- Pay/Wages
- Working Time
- Holidays & Leave
- Equality
- Terminations
- Employee Rights



### STAFF RECRUITMENT & TRAINING

Your team play a vital role in the success of your business. It is crucial that they are trained and developed to be the best that they can be. At Robinsons, we have a number of tools to help you recruit and train your team. Provided to all licensees FREE for the first year of your tenancy agreement, CPL gives you and your team access to over 35 training courses at any time to keep you safe and legal and provide the best quality service and standards in your pub, the course will give you an introduction to the benefits of e-learning including:

- Ease of access – 24/7, 365 days – simply need log on and internet access!
- Engaging & interactive – uses 3D animations, videos & gaming technology
- Accredited courses – Certificates provided, fully certified by the BIIAB



**ROBINSONS**