

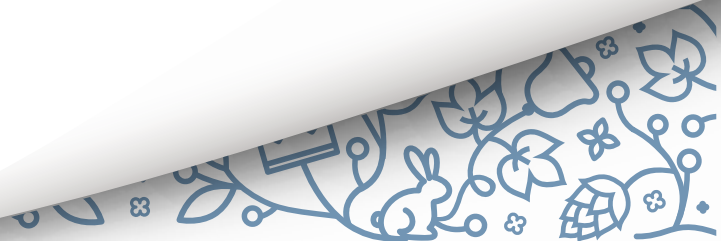
**FREE
COURSES**
for all
Brakspear
pubs!



BRAKSPEAR
ESTABLISHED 1779

TRAINING & SUPPORT DIARY 2024

Save 50%
on lots of offers to
support and enhance
your business.



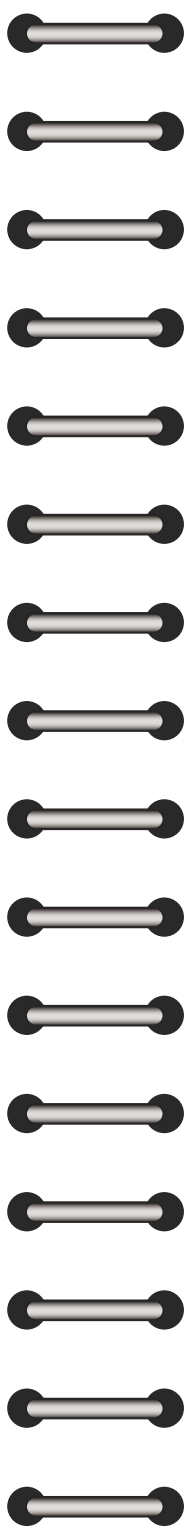
BRAKSPEAR TRAINING

All our training courses are free for any Brakspear tenants or lessees, and any managers, head bar staff, head chefs or staff members working in those pubs. Places are limited so book early to avoid disappointment.

Please contact Amanda at Brakspear on 01491 570275 or amanda@brakspear.co.uk to secure your place or if you have any suggestions for courses you'd like us to run.

As mentioned all courses are free but there is a charge of £75 per person if you don't attend, or fail to let Amanda know by 5pm the Thursday before the course takes place. You can substitute someone else from the pub to attend. Please note, substitutions cannot be made on the wine courses.

Anyone who signs up for a training course will be asked for their mobile phone number and email address. This is so we can text and email details of the course directly. The email address and mobile phone number will not be used for any other purposes, and won't be passed onto any third parties., It's just our way of trying to improve communication.



AT A GLANCE...

MONTH	DATE	COURSE	SUPPLIER	VENUE
March	5	ABCQ Cellar Management	Cask Marque	Bull, Henley on Thames
April	9	WSET – beginners	Berkmann Wine Cellars	Bull, Henley on Thames
	23	Finance Refresher	RAW Training	Bull, Henley on Thames
	30	ABCQ Cellar Management	Cask Marque	Bull, Henley on Thames
June	11, 18 & 25	WEST – intermediate	Berkmann Wine Cellars	Bull, Henley on Thames
	19	ABCQ Cellar Management	Cask Marque	Bull, Henley on Thames
September	3	ABCQ Cellar Management	Cask Marque	Bull, Henley on Thames
	17	WSET – beginners	Berkmann Wine Cellars	Bull, Henley on Thames
October	8	Finance Refresher	RAW Training	Bull, Henley on Thames
	15	ABCQ Cellar Management	Cask Marque	Royal London, Wandsworth
November	12	WSET- beginners	Berkmann Wine Cellars	Bull, Henley on Thames
	19	ABCQ Cellar Management	Cask Marque	Bull, Henley on Thames

ABCQ CELLAR COURSE

The Award in Beer and Cellar Quality is a BII accredited training course and is designed to help you improve yields (by up to 7%), increase sales (3%) and decrease wastage. Packed with advice, tips and hints to help you grow your beer sales and improve your beer quality.

WHERE?

Courses are held at the Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park. The course on the 15 October is being held at the Royal London, Wandsworth.

WHEN?

Starts at 9.30am, finishing at 5pm with lunch provided.
5 March; 30 April; 19 June; 3 September; 15 October;
19 November

To book your place please contact **Amanda** on **01491 570275**
or **amanda@brakspear.co.uk**



WSET WINE COURSES

Ever wanted to know more about wine, what the different grape varieties taste like, and matching the right wines with the right food? Then sign up to our free beginners level 1 in wines course or intermediate 2 awards in wines from the Wine & Spirit Education Trust. Provided by our wine suppliers, Berkman Wine Cellars.

This is a nationally recognised qualification. We need at least one month's notice if you cannot attend. You cannot substitute other members of staff in, as the name and date of birth has to be confirmed one month before. Please note, these are the rules of the WSET, not Brakspear.

WHERE AND WHEN?

Beginners 9 April the Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA

Intermediate 11, 18 and 25 June the Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA

Beginners 17 September the Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA

Beginners 12 November the Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA





BRAKSPEAR INDUCTION COURSE (BIC)

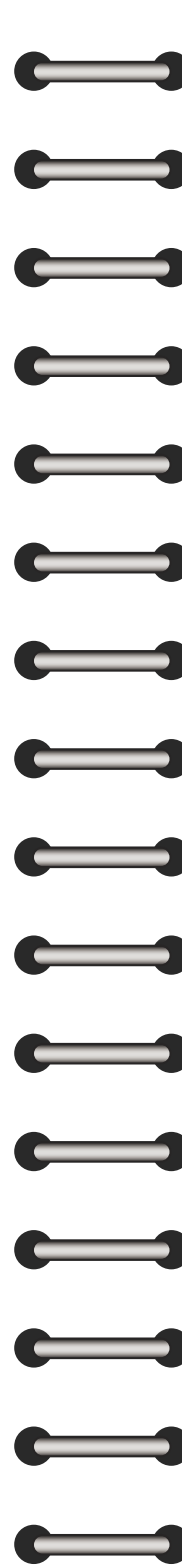
THE ESSENTIALS FOR THOSE ENTERING
THE HOSPITALITY INDUSTRY

A three day course which is aimed at anyone who is new to hospitality, new to running their own business or simply wanting a refresher.

Attend to learn or update yourself about the areas of management responsibility that are essential to run a licensed retail business successfully including: stock control, employment law, financial management, marketing & merchandising, staff recruitment & training and much more

Day 1

Introduction, marketing, drinks service, merchandising & selling, Health & Safety, other key areas of legislation, safer pubs including drugs awareness and responsible retailing.



Day 2

Financial management, stock control, cash security & fraud awareness, catering, menu development, food hygiene, legislation including registration and allergens.

Day 3

Employment law, recruitment and induction of staff, staff training & management, customer service excellence, course review and close.

WHERE?

Venue to be confirmed, but probably in Oxfordshire.

WHEN?

This course runs every 6 months, dates to be confirmed.

To book your place please contact **Amanda** on **01491 570275** or **amanda@brakspear.co.uk**

FINANCE REFRESHER FOR EXISTING TENANTS

TURNOVER IS VANITY, PROFIT IS SANITY, CASH IS REALITY

A one day course to run through the important financial aspects of running your pub, designed for existing tenants looking to refresh their knowledge.

The course will cover:-

- Gross Profit (GP) calculations – both profit calculations and understanding the impact on profit. Sales mix and how to target high GP items.
- Stocktakes - understanding yields, impact on profit – ways to improve yields
- Completely understanding NET and Gross
- Food - dish/menu costing
- P&L – how to read them, ratios, and transaction listings
- Working with your accountant, top tips
- Forecasting - wage management and how it impacts the business
- Energy – pricing, how to monitor costs and ultimately reduce spend
- Events – break even points, how to improve profitability
- Wastage – how to minimise it

WHERE?

The Bull on Bell Street, 57-59 Bell Street, Henley on Thames, Oxfordshire RG9 2BA. Parking at the Brakspear office is limited but there is plenty of parking in the Waitrose car park.

WHEN?

Tuesday 23 April and 8 October.* Starting at 9.30am, finishing at 5pm with lunch provided.

8 * Should these courses prove successful we will happily run them again.

PERSONAL LICENCE

please note this is not funded by Brakspear

ONLINE

To be able to take the course and exam, all that is required of the learners is to have access to either a PC/Laptop/Tablet and also a second device (such a mobile phone or tablet). The second device is only required for the exam and not for the course, this is because the exams are invigilated live via a third party application and are recorded and reviewed following the session.

COSTS

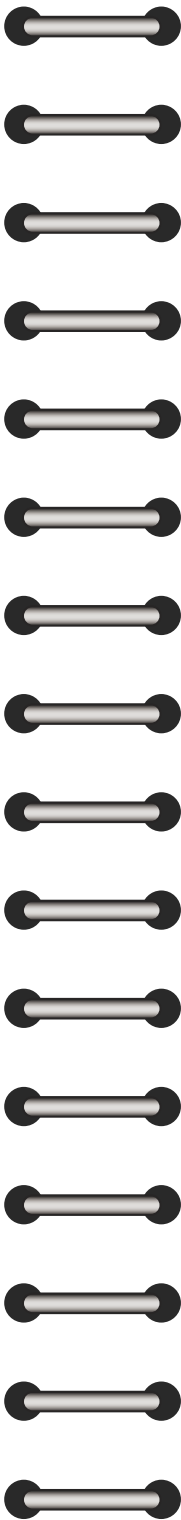
Course £115 plus VAT.

Once you have your certificate you can apply yourself for £37 or use the Licence Application Service which costs £122 plus VAT and includes a DBS check, application completion, certification of two passport photos and submission of your application including ID.

ONLINE COMPLIANCE COURSES

Powered by CPL Training, all of the courses on pages 8 and 9 are available to Brakspear tenants, lessees and as many members of staff as you like at an annual per site fee of £199, of which Brakspear will pay half, so costs you only £99 a year! All courses are completed online too so your team don't even need to leave the pub and they can even do the courses on their smartphone!

- Age Verification
- Allergen Awareness
- ALPS – Award for Licensed Premises Staff
- Asbestos Awareness
- AUASP – Award for Underage Sales Prevention
- Bribery Act Awareness
- Coffee Skills
- Conflict Management
- COSHH – Control of Substances Hazardous to Health
- COSHH – in a Food Environment
- Craft Beer Styles
- Disability Awareness
- Drugs Awareness
- Effective Time Management
- Emergency First Aid
- Equality & Diversity
- Fire Safety Awareness
- Food Safety level 2
- Food Safety and Manufacturing in Retail
- Food Safety in Drinks Manufacturing
- Food Safety in Manufacturing
- Fuel Safety
- GDPR for Hospitality
- General Data Protection Regulation Awareness (GDPR)
- Guest Recovery
- HACCP – Hazard Analysis Critical Control Point
- HACCP – Level 3



- Health & Safety
- Health & Safety in a Food Environment
- Interview Skills
- LGBT
- Manual Handling
- Money Laundering Awareness
- Payment Card Industry Data Security Standards
- Personal Resilience
- Protection of Adults and Safeguarding from Abuse
- Right to Work in the UK
- Safeguarding Children
- Self-Awareness
- Slips, Trips and Falls
- Staff Appraisal Skills
- Unconscious Bias
- Working at Height – Awareness



Please contact Amanda Windows on **01491 570275** or **amanda@brakspear.co.uk** for more info

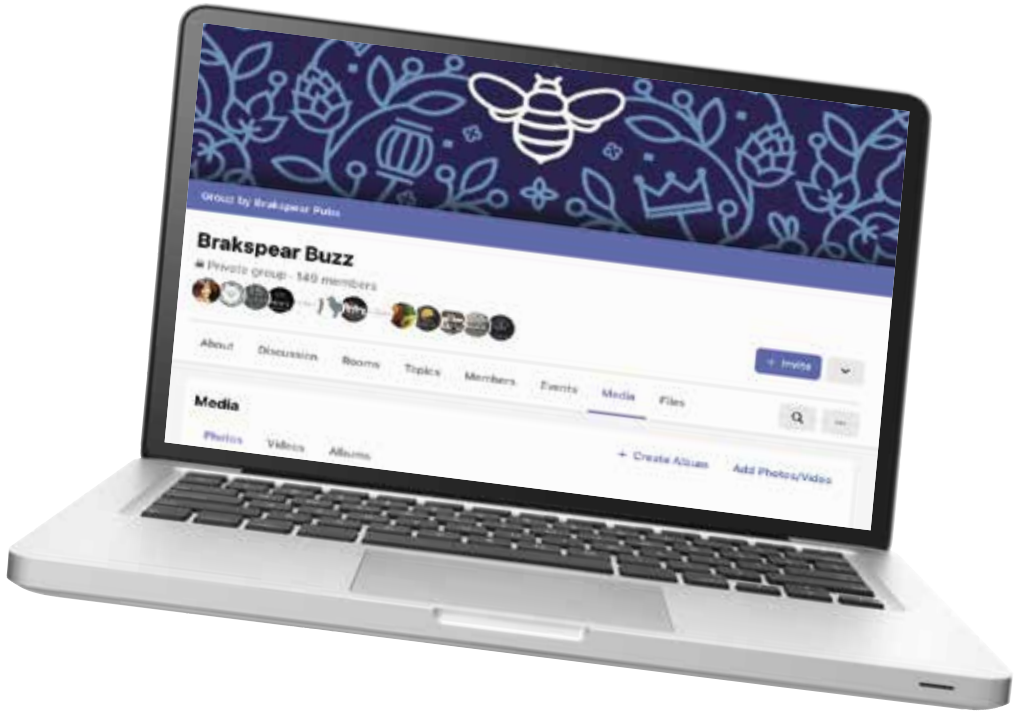
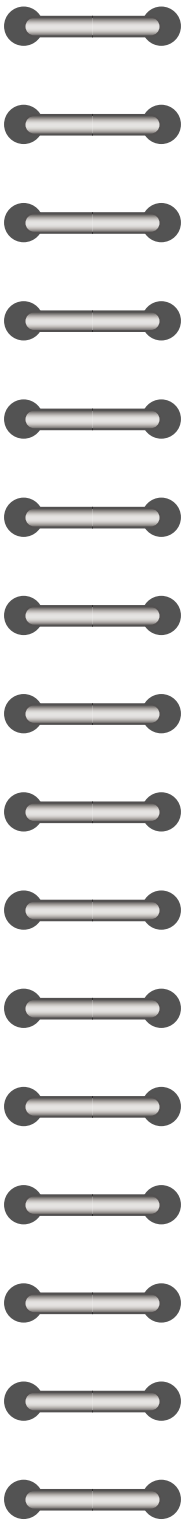
THE BRAKSPEAR HIVE

Introducing the brand new Brakspear Hive. It's a portal that is designed especially for Brakspear tenanted and leased pubs to make your life easier and support your business.

You can access:

- the price lists for your beers, wines, spirits, packaged and minerals
- order Brakspear point of sale including glassware
- order personalised posters
- new resource library with support to help run your pub and exclusive discounts

For your login details, please contact your BDM.



CONNECT WITH OTHER BRAKSPEAR PUBS

We have the Brakspear buzz Facebook group. A closed group just for Brakspear tenants, lessees and managers of those pubs.

It's a place to share ideas, ask for help and find out what's going on.
www.facebook.com/groups/brakspearbuzz



ABOUT:

- Sister company of Cask Marque
- High Google search ranking
- 1,700 pubs listed
- Our pubs were viewed circa 3 million times in 2018
- Fully Listed pubs average 3,500 consumer views annually
- Users - 57% Female and 43% Male
- 16% of website visitors are foreign tourists
- Strategic partnership with Visit England and Visit Britain
- 63% are viewing from a mobile or tablet
- Most popular search term is "dog friendly"

BRAKSPEAR WILL PAY 50% OF THE £100 + VAT ANNUAL FEE TO INCLUDE:

- A comprehensive design
- A link to your website to drive direct bookings
- Promotion of seasonal offers and menus
- Social media support
- A monthly report detailing consumer interest
- Recommendations to bloggers



For pubs with rooms



A toolkit of support for less than the price of a pint per week!

Find out more on: www.bii.org, email membership@bii.org, or call 01276 684449

Please contact Amanda Windows on 01491 570275 or amanda@brakspear.co.uk for more info

*BII special price for Brakspear pubs

WHAT IS FANZO?

FANZO is the nation's number one pub finder for sports fans used by over 6000 pubs in the UK. Also thrown in are some awesome marketing tools to help you sell more beer and save time promoting your pub. It has been proven to drive 5% more sales during sport. Brakspear have teamed up again to pay for half of your FANZO subscriptions.

FANZO


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OVER **50%**
OFF MARKET
VALUE

SAVE YOUR TIME



Consolidate all your sports marketing into one place and schedule social media posts for the week in just 10 minutes.

ATTRACT NEW FOOTFALL



FANZO is a bar finder for sports fans. Over 2.4 million fans used it in the last year alone.

INCREASE BEER SALES

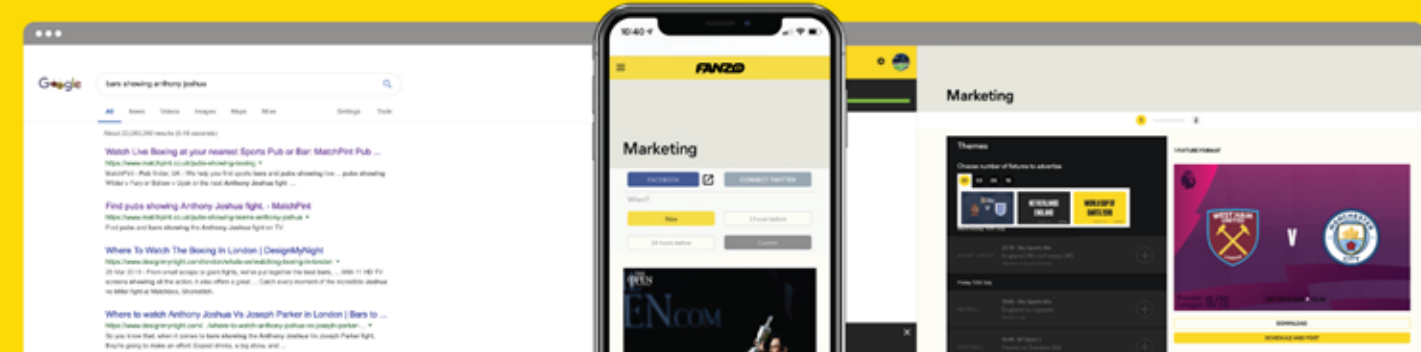


Bring in new customers and get your regulars in more often by running brand funded drinks promotions on FANZO.

GET TO THE TOP OF GOOGLE



FANZO will put your pub to the top of Google searches for anyone searching nearby.



Special Brakspear Offer: Gets 50% off your yearly subscription

- 1) Email arthur.chilcott@fanzo.com or call 07518399231 and let them know what tier you want.
- 2) Maximise Tier - unlimited use of FANZO - £449 - great for pubs with Sky or BT.
- 3) Boost Tier - 6 fixtures per week - £229 - great for big events like the FIFA World Cup.
- 4) You pay 50% of the yearly subscription, Brakspear will fund the other 50%.
- 5) Take advantage of an exclusive brand promotion with Diageo for the autumn rugby.



FANZO

PROFESSIONAL PHOTOS

TO BOOST YOUR ONLINE PRESENCE

HALF
PRICE
OFFER



Price includes professional photography of pub interior, exterior (including garden) and bedrooms. * Normal price for non-Brakspear pubs: £365

We have teamed up with the Art Company to offer a package of professional business photography to all our pubs.

BRAKSPEAR PRICE: **£265***

PLUS

Brakspear will pay **HALF** the cost - that means you only pay **£132.50**

1 A Google Street View style 360° virtual tour visible on Google Maps and in Google searches.

2 A package of high quality photos to use as you wish on websites, leaflets, brochures and social media.

3 A YouTube pan and zoom video visible online and embeddable onto websites and Facebook.



FOR MORE INFORMATION OR
TO BOOK, CONTACT **ANDREW EMPTAGE**

T: 01189 121051 M: 07850 687636 E: info@theartco.net

YOUR STAFF CLOTHING

We're delighted to offer you our Brakspear wardrobe, perfect for your front of house team. Embroidered with your pub name or logo on, for ultimate personalisation.



**Workwear
Express**
Trust us with your name



£4.30

Mens Round Neck T-shirt



£6.30

Ladies Round Neck T-shirt



£6.30

Mens Polo



£7.00

Ladies Polo



£13.00

Men's Long Sleeve Shirt



£12.40

Ladies Long Sleeve Shirt



£12.00

Men's Short Sleeve Shirt



£10.00

Ladies Short Sleeve Shirt



£12.50

Hoodie



£11.75

Fleece



£8.40

Bib Apron (overhead)



£10.00

Short Bar Apron

- Wide range of colours available
- Minimum order of 8 items
- Delivery time from order approval 10 working days
- No set up charge
- You are responsible for checking spelling of your embroidery once a proof is given
- Cost of your order will be added to your Brakspear account
- Brakspear will pay half of your total order, up to a maximum of a £50 contribution



BRAKSPEAR
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£50 off your
first order!

Call Emma Sweet T: 01491 570217 E: emma@brakspear.co.uk

Prices and stock subject to availability

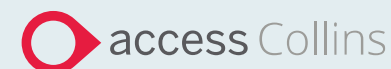


Access Collins can take away so many phone calls for bookings and let you focus on your customers already there instead of answering the phone. It's also a brilliant timesaver for larger bookings and parties as it can take pre-orders. It's able to store credit card details securely so you can charge a fee to those who don't show up. If you're paying more than £85 on your current online booking system, it's worth switching to DMN as it's a flat fee so there's no surprises either.

Emma Sweet,
Marketing Manager, Brakspear

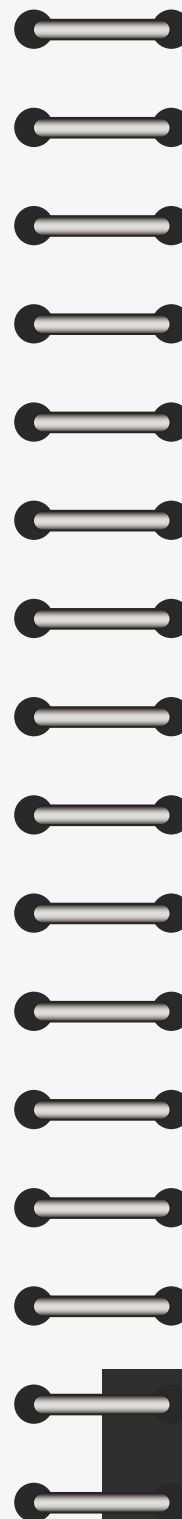


- Add customers to 'Live-wait' a virtual queue and alert them when a table is ready
- Tackle no-shows by taking a deposit
- Automatically manage enquiries or bookings over the phone, with no staff required
- Visibility to 13 million monthly users on DesignMynight.com
- 900 hours per year saved on admin



Revolutionary cloud-based booking and reservation management software

Access Collins fully integrated booking and enquiry system looks after customers at every stage of the customer journey, from when they are looking for inspiration, booking their visit and even to the post visit follow up. The comprehensive system enables you to automate the booking process, ensuring you never miss a booking again.



Access Collins is like having someone experienced working full time taking bookings (24-7) which saves me so much time on taking bookings and ensures I never miss a booking enquiry. It takes a bit of time to set up but the more you put into it at the beginning, the easier it makes your life afterwards.

Antosh,
Clayton's - Marlow



Pricing

Exclusive introductory offer for all Brakspear venues below**

The system costs **£85** per venue per month

Optional add-ons:

ACCESS COLLINS MAIL – £5 per venue per month

PRE-ORDERS – £10 per venue per month

COLLINS PAY – 0.8% for debit, 1.25% for credit, 2.7% for Amex + 15p per transaction

Free training, setup assistance and support (minimal 12 month contract†)

*Prices do not include VAT

**Must have signed by 31st June 2023 and only valid for new customers

† Three month cooling off period where you can cancel

Access Collins works with some of the biggest names including:



GAUCHO



wahaca
mexican market eating

For more information about how **Access Hospitality** technology can help support your business, contact Access Hospitality on:



0845 340 4542



hospitality@theaccessgroup.com



theaccessgroup.com/hospitality



The Bull Courtyard, Bell Street, Henley on Thames, Oxon RG9 2BA
www.brakspear.co.uk | 01491 570200